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BULLETIN

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SPECIAL SUMMER ISSUE

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President's Message

With this "first ever" summer issue of our bulletin, I hope we are inaugurating a series of "first ever" in all sorts of ways for our chapter. The other "first ever" I can tell you about with certainty is our summer meeting on July 25 at Ratto's in Oakland. Instead of a rehearsed speech from an invited speaker to enlighten and entertain us, we're counting on all of YOU to come not only for a tasty pasta dinner (with appropriate background music!) and a chance to "schmooze" with fellow members, but also to express your ideas and hearts' desires about what you'd like to see the chapter do for you. The only thing that will be rehearsed about the evening will no doubt be the preparation of our meal! I'm confident that we can pool our talents to put on a "show" that will be as enlightening and entertaining as any of our invited speakers (even Carrie Snow?!)

For those interested in an update on Mrs. Wiggins of CompuServe infamy, it was our own Terry Dean who first alerted SLA headquarters and the Chair of the Advertising and Marketing Division about this offensive advertisement. It so happened that the incoming Chair of the A & M Division had an as-yet-unsigned \$20,000 contract with CompuServe on her desk, which she promptly returned to CompuServe in its unsigned state, along with her pithy thoughts on their advertising tactics. It is this type of act with obvious financial implications which carries the most punch, but any and all of our efforts to "call" perpetrators of offensive librarian stereotypes are surely worthwhile. With this idea in mind, our chapter executive board has asked our new Publicity Chair, Rita Evans, to serve as our chapter clearinghouse agent for such inappropriate public acts which our members happen upon. Rita agreed with alacrity to take on this responsibility, so be sure to keep her informed

of your own "sightings" on this front.

Elsewhere in this issue there is lots of information about the Annual Conference in Pittsburgh, so I'll keep my remarks about it brief. The conference was the usual feast of too many potentially interesting sessions to attend, along with a larger and flashier than ever exhibit area. Of the Chapter Cabinet sessions I attended as your representative, the most controversial item surfaced at the Joint Chapter and Cabinet board meeting as a move from the floor to cancel the arrangements to go to Cincinnati for the Annual Conference (scheduled for 1993), because of the freedom of expression flap over the Mapplethorpe exhibit. The discussion brought forth the general feeling that we should if anything honor the citizens of Cincinnati who indeed upheld freedom of expression by attending the exhibit in droves. Doris Helfer, President of the Southern California Chapter, made the point that if we refused to hold a meeting in a

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FROM THE EDITOR'S DESKTOP



Greetings from your new Bulletin Editor from the pages of this our premiere Summer issue! Hope this finds many readers eager for SLA news over the long summer months. We anticipate that this new summer issue will be a vehicle for reporting Annual Conference news while it's still fresh in attendees' memories, keeping us all "in touch" during the summer hiatus, and planting seeds of anticipation for another great SLA year beginning in the Fall.

The Bulletin can only be as interesting and relevant as what it includes, so I'll be depending on every member to think of the Bulletin when important events need announcing, reporting, or discussing. Since I'm relatively new to SLA, I'm not aware of all the talent which exists out there. I've contacted some of you already, but please don't wait to hear from me. Ideas for single articles - or regular series - will be entertained as well as those tidbits of personal interest which add an element of surprise and amusement to each issue of the Bulletin. I plan to keep such staples as we all have grown to love: Kaleidoscope, Alter Ego, Library Profiles, Reports from Officers and Committee Chairs, and reports on programs, events and news, both local and national. And I'd like to continue the path laid by the great Bulletin editors before me, which is to keep our Chapter

Bulletin readable and interesting with the right balance between professional and personal topics, while keeping it a reflection of the uniqueness which is in our membership and its activities, concerns and issues.

Please enjoy what we've pulled together for this special issue - and share with me in thanking all the contributors. The next issue will contain more specifics about what to expect in future editions. If I continue to have the easy cooperation which I've enjoyed for this issue, it'll be a great year to be an editor! My address is listed below along with the deadlines for copy, so please join in the fun and plan on being a contributor to future issues of the Bulletin.

•• Ann Jensen

DEADLINES

for submission of copy for 1990/91 issues of
the Bulletin

Sept/Oct	Sept. 1, 1990
Nov/Dec	Nov. 2, 1990
Jan/Feb	Dec. 14, 1990
Mar/Apr	Feb. 22, 1991
May/June	March 29, 1991

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California Chapters Congregate

•• Terry Dean

Representatives of all five California chapters met on Sunday evening June 10 at the Vista Hotel in Pittsburgh at the beginning of the Association's annual conference to continue exploring the possibility of an all-California chapters retreat sometime in the "forseeable" future. As it turns out, the "forseeable" future is advancing well into the decade of the '90s as it appears that the first available date may be early spring of 1992! The consensus seemed to fall on Asilomar as a location - good weather, beautiful setting, easy logistics, lots to do - but availability is definitely a problem and will have to be addressed. Bob Bellanti, Southern California Chapter past president, has offered to be the southern chapters liaison, and Bill Fisher will be the northern chapters liaison. We sketched out a vague schedule of meetings from Friday afternoon through Sunday morning, with time allowed for recreational activity outside the meetings, although recreation will certainly be part of the interaction! A theme for the meetings was discussed at length and it was generally agreed that a look at the future of the information profession and professional would be an appropriate focus of discussion. A keynote speaker would be engaged to set the tone for the weekend and a variety of topics and speakers were suggested and discussed. Although these are only preliminary plans they sound very exciting and with some hard work and direction the first ever all-California chapters get together could be a wonderful experience. Stay tuned.

On Monday evening, June 11, the California Chapters held their Open House which was a stuning, not to mention awesome, success with over 200 Californians and California wannabes attending. The five chapters shared the cost of the no-host bar and hors

d'oeuvres, although the San Andreas Chapter was responsible for making the arrangements. Thanks to Bonnie Shipper and friends. It was wonderful to see friends from home and friends who have left California but who continue to "come home", including Kay Mowrey, now in Georgia at the University of Georgia, Agriculture Experiment Station outside Athens; Jean Sansobrinno now in Seattle; Ellie Wood Briscoe now at the National Geographic Society Library; and Bruce Hubbard all the way from Denmark! The California Chapters open house also attracts a number of "friends of California" and Association board members, vendors and exhibitors so it's a good place to renew old acquaintances, make new friends, "network" and generally have a good time. The San Andreas Chapter used the occasion to sell their tenth anniversary coffee mugs - it looked as though business was brisk!

The Sierra Nevada Chapter is responsible for making arrangements for these joint activities next year but it's the San Francisco Bay Region Chapter's turn in 1992 when the annual conference comes to The City, so be prepared to put out the red carpet! ••TD

Student Impressions

••Kristin Jacobsen

My first SLA conference was half presentations, half people, half parties, and a whole lot of fun.

My addition may seem off, but what I'm getting at is that this annual gathering is actually like three conferences all rolled together, actually four or five in one if you add in the exhibits and the employment center.

If all the ingredients are right — you attend good sessions, talk to people from all over the country, and hit the exhibits — you've had a crash course in current and future practices and innovations in special libraries. You've also probably seen some of the local sights and had a great time along the way. I

...Continued on Page 7

Stage Struck

Library Tour -- San Francisco Performing Arts Library and Museum

Chapter members were treated to a rich and lively taste of the world of the performing arts at the final library visit event of the year on May 8. Librarian Barbara Geisler gave us a splendid welcome at the San Francisco Performing Arts Library and Museum (SFPALM), and tantalized us with the dazzling variety of materials under her care in this unique collection.

Formerly the Archives for the Performing Arts, the collection was housed for some time in the Presidio Branch of the San Francisco Public Library. Circumstances forced the collection to be moved to a private home in Mill Valley, which proved to be yet another impermanent location, as the house began to slide down a hill. The collection seems to be settling in nicely in its new home, although Ms. Geisler laughs ruefully about the amount of work to be done to make its more than one million historic programs, photographs, playbills, scene and costume designs, artifacts, videotapes, periodicals and books truly accessible.

The originator of the collection was Russell Hartley (1924-1983), a dancer with the San Francisco Ballet who was also the costume designer for the first SF Ballet Nutcracker performance in 1944, and clearly a passionate collector of performing arts memorabilia. The collection spans the performing arts in every realm except rock music and film, beginning with the Gold Rush era in 1849. It is the official archive for the San Francisco Ballet and Symphony and the Oakland Symphony, as well as for the Lamplighters and most of the local Equity Theater companies such as Berkeley Repertory and the Magic Theater. Among the special holdings amassed by Mr. Hartley is what is considered to be one of the finest collections on

the early life and career of Isadora Duncan. Another unique collection is the personal archive of Lew Christensen, America's first great classical danseur and director of the San Francisco Ballet between 1951 and 1984, which provides an invaluable overview of the development of American classical dance.

The collection spans the performing arts in every realm except rock music and film, beginning with the Gold Rush era in 1849.

SFPALM is a non-profit institution which depends on the generosity of supporters and grant funding. Ms. Geisler acknowledges that it is a challenge to give the collection its due attention, working with a staff of 4 and a crew of 25 dedicated volunteers to make progress on the enormous task of inventorying and cataloging the huge and diverse holdings. She is using Bibliofile to create a book catalog and will be contributing records to RLIN. In addition, the staff and some volunteers handle reference questions from all over the world.

"The PALM is always out", she laughs. Just prior to the tour, SFPALM had received a donation of lateral filing cabinets, which are particularly useful for storing costume and set designs. That kind of donation is always welcome. The more typical type of donation is represented by something which was sitting on Ms. Geisler's desk as she made some introductory remarks to our group. It had been delivered by a "little old lady" that afternoon: a leather-bound scrapbook of photographs of turn-of-the-century actors and actresses and other theatre memorabilia - yet another unique addition to this extraordinary collection.

•• Cristina Campbell

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President's Message *Continued from Page 1*

city that was the site of something socially or politically reprehensible, indeed we'd be out of convention sites in short order! Pittsburgh was an eminently walkable city, with lots of architectural interest, friendly residents, and a pleasant convention center (albeit not enough hotel rooms in the immediate vicinity to accommodate the 4500 attendees!) The only thing that I truly found lacking was a place to get a cappuccino on the go, but then I guess we're spoiled that way in the Bay Area...

When I blithely suggested that we try putting out a summer issue of the Bulletin for the first time this year (and all agreed it was a terrific idea), I hadn't really thought about what it would take to make it happen... Thanks to incoming editor Ann Jensen, who didn't even blink when I told her we hoped to have an issue together by early July, and thanks also to Terry Dean, who generously agreed to handle the mailing of the issue, to Martha Lucey who sold advertising for it without missing a beat,

and to all the contributors who have come through on such short notice. Let me wrap up my "first ever" column as your chapter president by saying that I look forward to a productive and interesting year. Our chapter is growing in size as well as diversity and I feel strongly that we can reap the vitality, creativity and expertise of our members to make our association with each other even more beneficial, professionally as well as personally. I hope you'll join this year's executive board and advisory council in creating many "first-ers" for our chapter.

♦♦ Cristina Campbell

BRS is trying to establish new training facilities in the San Francisco Bay Area. Host organizations are provided with two complimentary registrations, or in lieu of class participation, online practice time equivalent to eight hours. If you and your organization are interested in hosting BRS training courses, contact Joan Gerteis, BRS Regional Representative at 415/226-0956.

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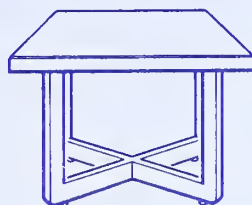
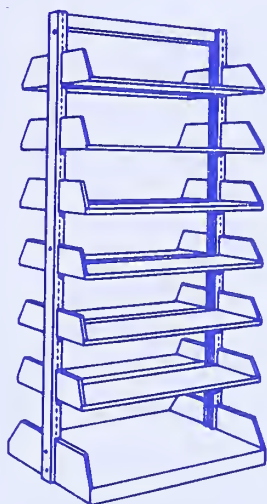
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Student Impressions Continued from page 3

did, at any rate. I wouldn't have missed any part of the conference for the world, or even for a decent night's sleep.

My most valuable learning experience, surprisingly enough to me, was through the people I met. In talking to them, it really hit home to me how valuable a resource fellow professionals are. It is from friends and colleagues that you learn what works and what doesn't, what clients like, what services can be provided better, and what new developments and projects are in the works.

That's not to say that the programs weren't equally as important, though. As a student who is relatively new to the field, I found the sessions a fantastic introduction to special libraryland, especially to its unique challenges and services. I learned about adding value to online search results, selecting and evaluating CD-ROM products, embracing new directions in special librarianship, watch-

ing for the "megatrends" of the '90's, and much more. I began to understand, too, how important these programs are for continuing education, inspiration, and rejuvenation.

I also realized that "play time" is just as crucial. The pace and intensity would have done me in if I hadn't had some release from the seriousness of scheduled sessions. My recuperation came in the forms of a river cruise, an arts festival, Pittsburgh By Night, and Frank Lloyd Wright (his Fallingwater, that is). The parties also were a great chance to let loose a little. If we had wanted to smash our little-old-lady stereotype, we should've invited the press to some of them. They would've seen that librarians don't necessarily get their kicks from shushing patrons but can party with the best of them.

All in all, Pittsburgh was an overload of sights, sounds and other senses that will stay with me for a long time to come. I recommend it highly. See you in San Antonio!

••KJ

More Pittsburgh News, see page 13.....

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FUTURE PROGRAM NOTES

Program Committee

••Tim DeWolf

For those of us who find it difficult to plan for more than a day at a time, the prospect of planning an entire year's monthly meeting series seems pretty formidable. However, the Program Committee has faced the challenge and come up with a slate of topics and potential speakers to take the chapter through May of 1991. Barring unforeseen developments, we intend to feature Suzanne Burwasser in our September meeting, speaking on organizational change. In October, we hope to have Dori Jones-Yang talking about Pacific Rim issues. And in November we are looking forward to the return of the wizard, Clifford Stoll, who was the sleuth in a fascinating episode of computer hacking and spoke to the group when the mystery was still unravelling. Cliff has since been featured in national magazines and has written a book about his adventures. The December meeting will be held with the San Andreas Chapter. We hope to have a brief presentation from Roger Summit, the head of DIALOG.

In 1991, we plan to deal with such issues as the Congressional Research Service, ethnic demographic issues, career paths, the gathering of information vs. librarianship, and how future trends might impact our profession. The speakers we have in mind promise to be dynamic and thought provoking.

Although planning is well underway, we would still like to hear from anyone who has program ideas. Give me a call at 774-2454 if you have suggestions about the form or content of the meetings. The committee is looking forward to an exciting year!

••TdeW



SLA SF Bay Region Dinner Meeting May 15, Berkeley Marina Marriot

•• Debora Bittner

There's lots to tell from our most recent dinner meeting. We honored chapter members (see page 11), heard a wrap-up of the year's activities by our outgoing President, Terry Dean, and enjoyed an entertaining and engaging workshop on "Creatively Coping with Stress", given by Dr. Victoria Courtney, from St. Mary's College.

State of the Chapter

Highlights of Terry's talk, which highlighted the year's activities are:

** Out of 8 dinner meetings scheduled, only one was called off due to an unscheduled earthquake. Past meetings included an evening with Chronicle columnist Jon Carroll in November, library comedy with Carrie Snow in January, a 3-person panel discussion of innovations in libraries in February, a visit with Herb White in March, and a look inside the world of the private investigator in April. The chapter decided to forgo the annual Christmas party and instead donated over \$2,200 to the Chronicle Season of Sharing Fund. In addition, a summer meeting is planned for this year (July 25).

** Four library tours were offered this year: Dolby Labs, Judah Magnes Museum, U.C. Berkeley Libraries, and the San Francisco Performing Arts Library and Museum.

** Five chapter bulletins were published including one noteworthy issue which contained fascinating memories of our earthquake experiences. A summer issue of the bulletin is also planned for late July.

** Other special events were a full-day program on Legal Issues for the 90's, and a half-day program on strategic planning.

Continued on Page 14

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MARIE TILSON AND BILL PETRU AWARD WINNERS

Marie Tilson and Bill Petru were honored at the Chapter's May dinner meeting as recipients of the Chapter's Professional Achievement Award and the Association's Hall of Fame Award respectively.

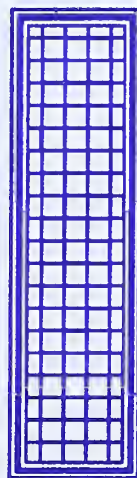
The San Francisco Bay Region Chapter Award for Professional Achievement recognizes a member "... for notable and enduring contributions to the Chapter and the profession. The award represents a cumulative evaluation of an individual's career and emphasizes local activity and leadership of an exemplary nature." Marie Tilson has served the Chapter in so many capacities that space prohibits a detailed listing; suffice it to say, Marie has served on almost every Chapter committee and participated in almost every Chapter activity since she joined SLA in 1972. Marie has also been active in both the Petroleum and Energy Resources and Transportation Divisions. Marie's most notable contribution perhaps, was her organization of the Chapter's sixty-fifth anniversary celebration in May, 1989. She contacted every Chapter president she could find reaching back into the early 1930's, and as a result 32 former chapter presidents attended the dinner. She also compiled, in conjunction with Mary Wawrzonek, the history of the Chapter, 1924-1989, *a Retrospective of 65 Years*. This meeting was one of the most memorable in recent years.

The Association's Hall of Fame Award "... is granted to a member of the Association at or near the end of an active professional career for an extended and sustained period of distinguished service to the Association in all spheres..." Bill Petru, a member of the San Francisco Bay Region Chapter since 1959 and a founding member of the San Andreas Chapter, has served both the Chapter and the Association in many capacities, including Chapter president and chair of the Program, Publications, Consultation, Nominating, Recruitment and Publicity committees. He also served as

chair of the Publishing Division, as a member of the Conference Program Committee for the Honolulu and New York (1984) conferences, and as a member of numerous Association committees, including the H.W. Wilson Award Committee, Government Relations, Publications, and Nominating committees. In addition, Bill was editor of one of the Association's all-time best sellers, *The Library: an Introduction for Library Assistants*, published in 1967. Over 10,000 copies have been sold and it has been translated into German, Spanish and Indonesian.

The San Francisco Bay Region Chapter is very proud to count Bill and Marie as members and we thank them for their innumerable contributions to the Chapter and to the profession.

••Terry Dean



Save the Date for Professional Development

Our sister chapter to the North, Sierra Nevada, is hosting the SLA Professional Development course entitled "Mainstreaming the Special Library", with Alice Sizer Warner, on October 12, 1990 in Sacramento. Each SLA member will receive an official notice of these courses, but this advance notice is to alert any interested members. The course will not be offered again on the West Coast this year.

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News From The Information Technology Division

.. Terry Huwe

Standards in Data Transfer

The Information Technology Division sponsored a two-part session that addressed the issues and challenges associated with data transfer between diverse systems. The speakers included Linda Hill, University of Tulsa, Don Gillmore, National Information Center for Education, and several other specialists.

Several interesting points were raised during this presentation, chief of which is the continuing need for librarians to take an active role in the shaping of national standards for electronic information. Linda Hill discussed the problems created by the non-binding nature of ANSI standards, and the possibility that high technology systems conventions may experience more fragmentation in the future, rather than more centralization.

Computer Trade Journals Available

John McGarvey has contacted our chapter to see if there is any interest in his sizeable collection of trade magazines, spanning the early 60's to the present, dealing with computer systems. He describes it as "a huge amount of trade press magazines and newspapers, from the early days right up to the current explosion in publications. Much of it represents a true history of the computer revolution." As he approaches retirement and a move to smaller quarters, he hopes that some institutional interest will arise which could make good use of this reflection of his years of work in the computer information systems business. If you are interested, please contact Mr. Garvey at (415) 632-7311.

The best way to forestall such a development, according to both Hill and Gillmore, is for a wide variety of professionals to participate in the development of national standards. Hill cited MARC as one example of an early standard that developed without extensive input from non-library or computer specialists. The suggestion was not that MARC is ineffective, but rather that as a *lingua franca*, it may not reflect the needs of non-library specialists who now manipulate MARC records.

Developing Fee-Based Services

Alice Sizer Warner and other experts discussed the merits and planning issues for implementing a fee-based program for special libraries. Warner, who has published extensively on this issue, offered an interesting overview of fee-based programs. Joan Gervino of the Information Center at the American Bankers Association described the process undertaken at ABA, which involved a transformation of the Library's image, along with its services.

Gervino said that while she had been concerned that there might be a "backlash" from colleagues who had received reference service at no charge, their actual experience suggests that most clients were willing to pay a reasonable fee. However, once a fee plan is put into place, there is a heightened need to maintain a good standard. The ABA Information Center relied on the central business office for all billing procedures: this was seen as a great help, since it relieved library staff of additional clerical work.

The Third Conference on Fee-Based Information Services will be held in Philadelphia on September 12-14, 1990. For further information, contact Stephen Marvin, Drexel University, W.W. Hagerty Library, 32nd and Chestnut Streets, Philadelphia, PA 19104

..TH

**** Students from the U.C. Berkeley School of Library and Information Studies attended a reception and two career panels sponsored by our chapter.**

**** Coordinating activities between the two Bay Area Chapters worked well this year and at the SLA winter meeting in St. Louis officers from all five California chapters met to discuss common issues and concerns. A proposed all-California Chapter retreat is being planned for sometime in the Fall of 1991. In addition, our chapter was assigned the responsibility for the California Chapters reception at the annual convention to be held in San Francisco in 1992.**

Our guest speaker for the evening was Dr. Victoria Courtney, Assistant Dean of the

School of Education at St. Mary's College. She is an author and freelance consultant who was taught professionals throughout the U.S. and Canada.

According to Dr. Courtney, stress is a necessary every day phenomenon of being alive, but when it overloads we need to recognize the problem and know what to do. Many of us can have difficulty recognizing or admitting that we are experiencing the symptoms and the burnout of too much stress. Dr. Courtney led us through some self evaluation exercises and then presented some practical and personal strategies for dealing with stress that would allow for a more balanced approach to our responsibilities for family, freinds, and work.

•• DB

Good News for Bay Area Information Specialists...

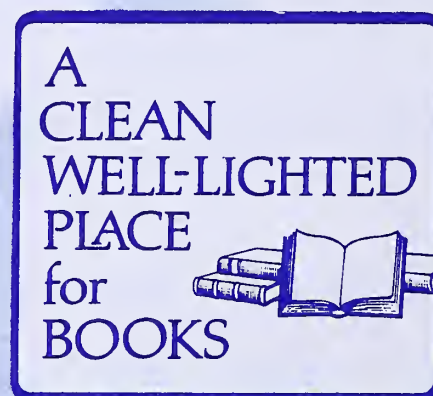
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San Francisco**

TWO QUESTIONNAIRES *Complete and Mail*

In May, nearly 1100 questionnaires were mailed to the San Andreas and San Francisco Bay Region members of SLA. To the 900 of you who returned your forms promptly, hearty thanks. If you have not yet returned your form, PLEASE do so immediately. If you did not receive a form, or you've misplaced the one you received, please use the form below to let us know about you. Note: This is your directory entry and NOT your SLA mailing address. Information you give on this form will not affect your Chapter mailings.

Name: _____
Position: _____
Bus. Ph: _____ Home Ph: _____
Organization: _____
Address: _____
City & State: _____ Zip: _____
Ref. Ph: _____ FAX No: _____
E-Mail : (Specify ONTYME, etc): _____
Holdings on: _____ OCLC _____ RLIN _____

Home Address: (complete this ONLY if you did not supply an organization address;)

_____ Zip: _____

Student Member _____ Retired Member _____ Other _____

Return to: Diane Rosenberger 110 Las Flores, San Rafael, CA 94903

Cut Here -----

Ideas for Workshops?

I need your suggestions for professional development programs for the upcoming year. This year we are planning smaller (& less costly) sessions which will allow members to share their expertise. Please indicate your choices below, and mail/fax your response to me by July 31, 1990. If you have any questions please call me or meet me at the July meeting.

Brian Lym, Professional Development Chair
California Academy of Sciences, Library
Golden Gate Park
San Francisco, CA 94118-4599
PH: 415/750-7104 FAX: 415/750-7106

I am interested in workshops in the following areas: (check all that apply)

- _____ Information technology
- _____ Library management
- _____ Information sources/Databases
- _____ Marketing
- _____ Personal development (e.g. assertiveness training, etc)
- _____ Other: _____

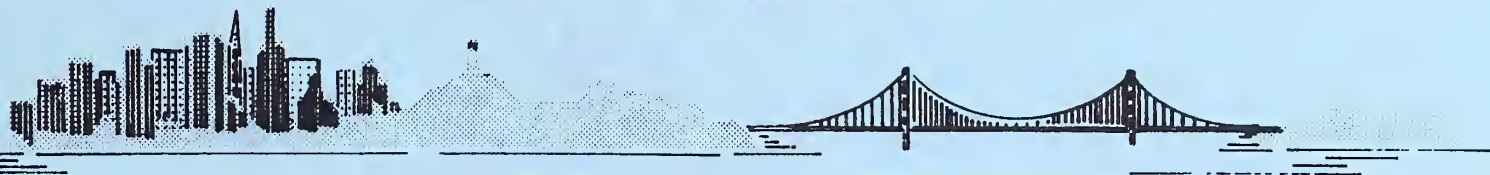
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☐ Weekends

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San Francisco, California 94102



SAN FRANCISCO BAY REGION CHAPTER *est. 1924*



CHAPTER DINNER MEETING

Date: Thursday, October 18, 1990

Place: Yank Sing Restaurant
427 Battery St., San Francisco
(415) 362-1640 (see map on back)

Time: 5:45 - 6:45 **Reception & Cocktails** (no host)

6:45 - 8:00 **Dinner:** *Dim Sum Buffet*

- * Steamed BBQ Pork Buns
- * Rabbit/Goldfish-Shaped Shrimp Dumplings
- * Foil-Wrapped Chicken
- * Phoenix-Tail Shrimp
- * Yank Sing Fried Noodles
- * Sauteed Mixed Vegetables
- * Vegetable Fried Noodles
- * Vegetarian Potstickers
- * Vegetable Dumplings
- * Vegetable Spring Rolls
- * Custard Tarts & Tea



8:00 - 9:00 **Program:** "Asia in the 1990's : a journalist's perspective on recent developments and information sources" **Speaker:** **Dori Jones-Yang**
Ms. Jones-Yang, formerly Hong Kong Bureau Manager for Business Week and presently Seattle Correspondent, will share her views on Asian issues and their impact on information professionals.

RICE: Dinner/meeting: \$21 members & guests; \$23 non-members; \$10 retired members. \$3 meeting only.

Send your check payable to San Francisco Bay Region Chapter, SLA along with the form below to:

Kathleen McLaughlin

Bechtel 50/22/A40

P.O. Box 3965

San Francisco, CA 94119

Phone: (415) 768-5100

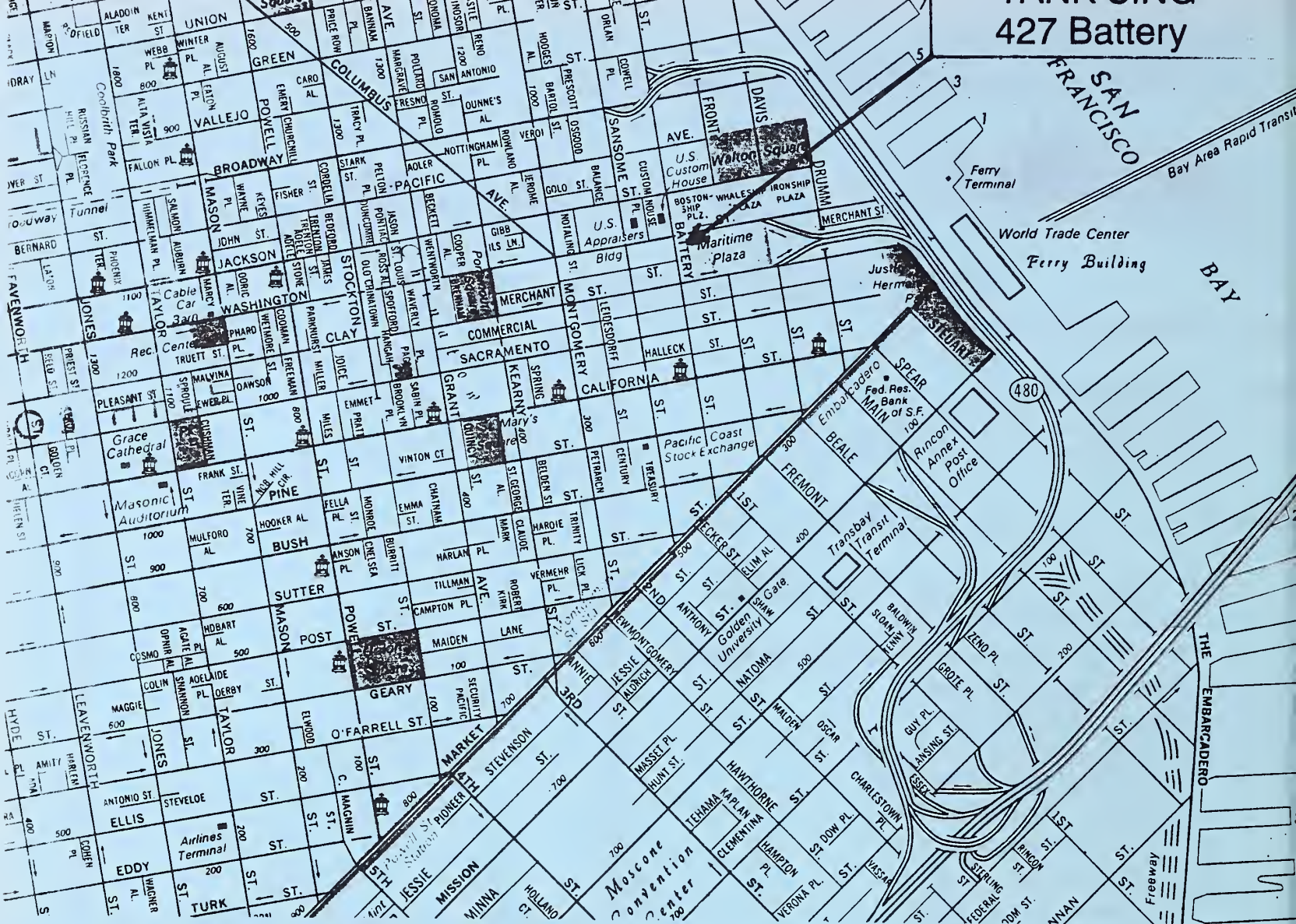
Deadline for reservations is Oct. 11. There will be a \$5 late fee for reservations after this date.

_____ Dinner _____ Meeting Only _____ Member _____ Guest _____ Retired _____ Non-member

Name: _____ Phone: _____

Employer / Affiliation: _____

Check for Vegetarian ONLY _____ Attending Chapter Meeting for 1st Time? _____



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From BART: Take Embarcadero station exit.
Walk up Market Street. Turn right on Battery.

Special Libraries Association
760 Market Street, Room 315
San Francisco, CA 94102

SAN FRANCISCO BAY REGION CHAPTER *est. 1924*



TOUR OF THE LIBRARY OF THE FASHION INSTITUTE OF DESIGN
AND MERCHANDISING

DATE: NOVEMBER 28, 1990. TIME: 5-7 PM

PLACE: The Fashion Institute of Design & Merchandising, a twenty year old, five campus accredited college, trains students to enter the fashion and interior design fields. The Resource & Research Center at the San Francisco campus provides general and specialized services to students, faculty, staff and industry. The five campuses combined comprise the largest specialized library of its kind on the West Coast. The library provides historical research on fashions and interior design related subjects, and documents up-to-the-minute events that impact the industry. In addition to continually expanding book and periodical collections, the Resource & Research Center provides a number of unique services and facilities such as vertical files on designers, manufacturers, stores and fashion trends, subscriptions to predictive services that report color, textile and silhouette trends up to two years in advance, a media lounge with an extensive collection of audio/visual materials, and a costume library which dates back to the 1890's.

LOCATION: 55 Stockton Street, 5th Floor. 415/433-6691
x244 (Library). (Near the O'Farrell Street corner-
The National Center Building)

DIRECTIONS: See map on reverse.

FEE: There is a \$5.00 fee for this tour. Please make checks payable to: Special Libraries Association SF Bay Region Chapter. RESERVATION DEADLINE IS NOVEMBER 16, 1990. No refunds will be made after that date. If you have registered for the tour and are unable to attend, please notify the committee. Thank you.

MAIL TO: Judith Faust, Photographers Supply, 576 Folsom St.,
San Francisco, CA 94105. Tel. preferred (415) 339-8950
or (415) 543-1825 (T,Th.,Sat.AM).

DETACH AND MAIL

I plan to attend the tour of the Library of the Fashion Institute
of Design & Merchandising.

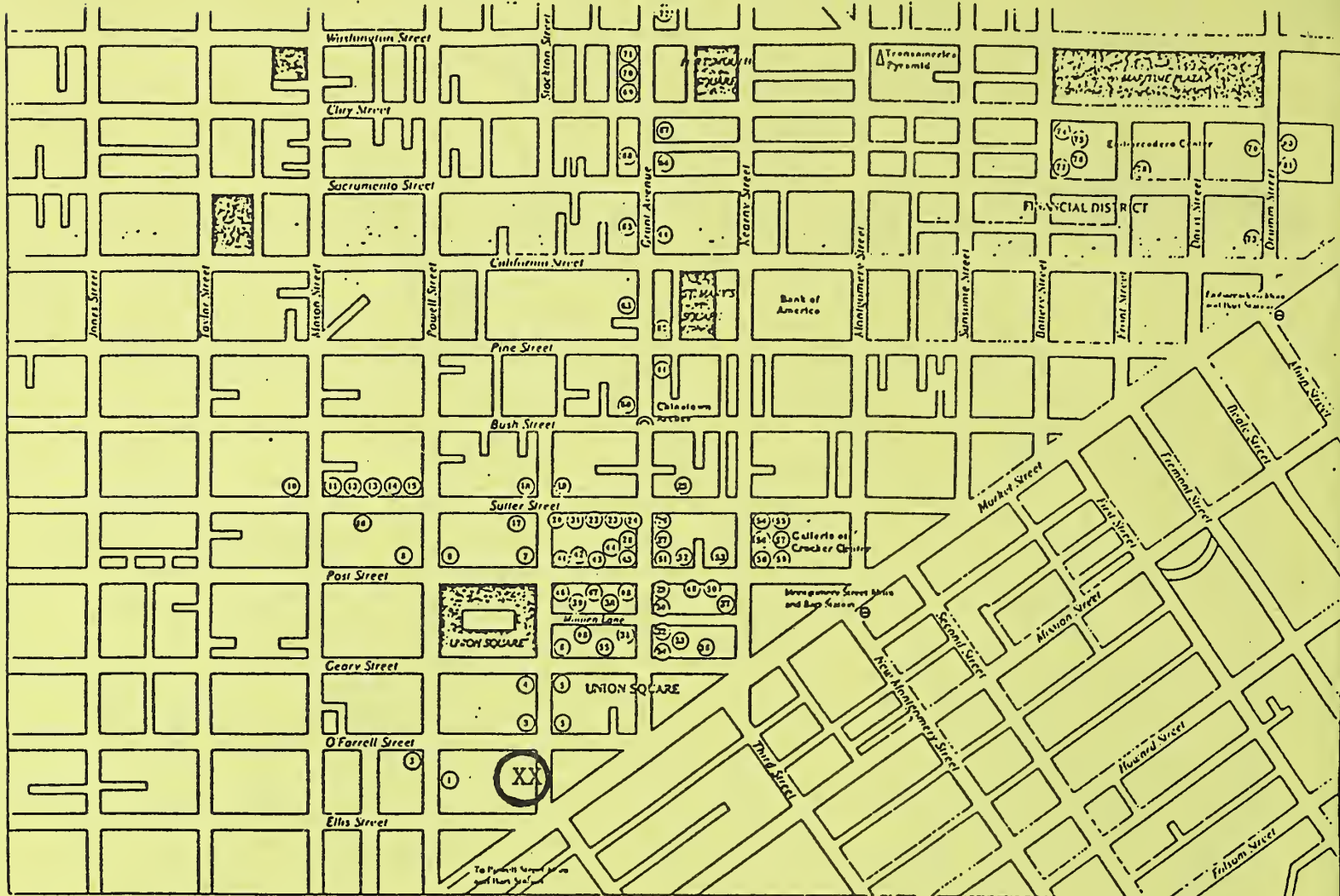
Chapter Member Yes _____ No _____

Name _____ Telephone _____

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PLEASE ENCLOSE A CHECK FOR \$5.00.



LOCATION: 55 Stockton Street, 5th Floor 415/433-6691 x 244 (Library)
 (Near the O'Farrell Street corner - The National Center Building)

BART: Powell Street Station, take the stairs marked Stockton/Ellis Exit, turn left up Stockton Street and we are halfway up the block at 55 Stockton Street, The National Center Building.

PARKING: Mission Street Garage, between Fourth and Fifth Streets, is the most reasonable in the area. Walk down Mission to Fourth Street. Proceed up Fourth Street to Market Street. Cross Market and Fourth will become Stockton Street. Proceed up Stockton to #55, The National Center Building.

BULLETIN BULLETIN

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VOL. 61, NO. 2 SEPTEMBER/OCTOBER 1990

BULLETIN

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BULLETIN

PRESIDENT'S MESSAGE

The Chapter year got off to an animated start at our first-ever Summer Meeting on July 25. Those of you who missed this opportunity for casual conviviality also missed a chance to contribute to a "wish list" of future programs and services. Elsewhere in this issue is Chapter Secretary Joan Galvez' account of the high-jinks and an invitation to give us your thoughts on the suggestions that were made at the meeting, and to make some suggestions of your very own. I invite you to respond! Our warm thanks to EBSCO Subscription Services for donating door prizes for this jolly event: five lucky winners went home with a selection of delectables from Ratto's dizzying array of epicurean treats.

I also have to make note of another phenomenon of the evening: the inauguration of a new breed of name tags for our meetings, a snazzy product of Tim DeWolf's creative labors, and as he billed them, a "renewable resource" for our times. No more tacky stick-on labels with illegible printing! You will now be able to sport a laser printed label in a plastic holder with pin or clip attachment — easier on the eyes (when you make that "Hi —————" discreet downward visual swoop to nametag) and easier on the clothes as well. Thanks to Dan Cunningham and his Hospitality Committee, the workerbees/leaders of the chapter will also be clearly identified by beribboned nametags: now you can easily find the people most appropriate to approach with questions or kvetches; praise and thanks accepted as well!

Some of the suggestions made at the Summer Meeting are already in implementation stage. One of the most popular was the proposal of a bay cruise dinner meeting. We are shooting for such an event for our May dinner meeting. The proposed program for that evening is a speaker from Bay Vision 2020 - an appropriate topic to

contemplate while cruising around our fair waters! To make this an affordable evening for our members, our Fund Raising Committee will be hard at work finding sponsors to help underwrite the expense. We hope that several organizations will seize on this perfect opportunity for high visibility with a captive audience from our illustrious chapter ranks! It promises to be the event of the year.

Even though we're just beginning our Chapter year, it's not too soon to think ahead to the Annual Conference in June 1991, which will be held in San Antonio. Since the Annual Conference in 1992 will be held in San Francisco, it will be our responsibility to mount a "Come to San Francisco in 1992!" booth in San Antonio. Even though it's doubtful that attendees will need too much in the way of coercion to head for

••Continued on Page 6

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FROM THE EDITOR'S DESKTOP



Here is our first full edition of the Bulletin for 1990/91 and I want to alert you to some special and interesting features. We're starting a column entitled "Student News", which will present a variety of issues emerging from our student members. Highlighted this issue are student internships. As you read about them, keep in mind what your library might offer in the way of a student internship. *Kaleidoscope* is back, under the able pen of Seyem Petrites. Keep her informed so this column can be timely and inclusive! Each issue we'll feature one of our hard working committees, as they take on a new charge or direction, or are simply continuing a tradition. This issue it's Rita Evans reporting on her Publicity Committee's activities, out of which comes a new column, "Media Watch". See page 15. There are things to read, things to respond to, and issues to ponder. Hope you enjoy it!

••Ann Jensen

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for submission of copy for 1990/91 issues of the
Bulletin

Nov/Dec No. 2	Nov. 2, 1990
Jan/Feb No. 3	Dec. 14, 1990
Mar/Apr No. 4	Feb. 22, 1991
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ERRATUM

Please change Brian Lym's (Advisory Council Professional Development Chair) phone number on the inside front cover of this Bulletin. His new phone number is (415) 486-3686.

SF Bay Region Dinner Meeting July 25, Ratto's Restaurant - Oakland

The first-ever Chapter summer dinner meeting was held Wednesday, July 25, in the inimitable bohemian atmosphere of Ratto's Restaurant (adjacent to Ratto & Co. International Grocers) in historic Old Oakland. The wonderfully eclectic, casual ambience was the ideal setting for an evening of high spirits, good food, enticing door prizes (provided with support from EBSCO) and unbridled brainstorming.

With the fine balance of humor and serious intent, President Cris Campbell, in her double role as emcee and facilitator, exhorted us to gather our creative energies and let our imaginations run with new visions of Chapter services and programs. Each table was asked to contribute at least one idea for a new service or activity the Chapter might offer and one idea for a future program. After all ideas had been heard, we tallied votes for the most popular suggestions.

The big winners in the service or activity category (in no particular order) were: 1) a dinner cruise on the Bay, 2) a Chapter Toastmasters Club, and 3) a Chapter electronic bulletin board.

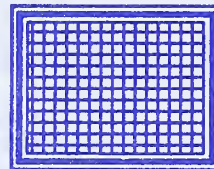
Program ideas which garnered the most votes (again in random order) were: 1) copyright lawyer, 2) implications of closing library schools 3) author Amy Tan, 4) financial planning (including retirement planning), 5) time management, 6) bringing consumer technology applications to the information world (i.e. cordless telephones, etc.), 7) literacy and other social concerns of special interest to the profession, 8) workshop on public speaking, 9) educating business managers about the world of business information.

After the raucous and brain-taxing activities drew to a close, attendees sallied forth to explore the sights of the neighborhood, including the comforts of the Pacific Coast Brewery across the street and the soothing atmosphere of Bay Bridge Books on Broadway.

If you weren't at the meeting and you'd like to be heard, cast your votes for activities and

programs you'd like to see on the survey form which appears on page 23 of this issue. As indicated on the survey, your leaders would also welcome your own, brand new suggestions.

••Joan Galvez



NETWORKING

What do you get when you mix forty or so interested librarians (and library users) in a fancy hotel with great food? Consensus, mostly. At least that has been my experience with the California State Library Networking Task Force so far this year. The Task Force met July 20 at the Hyatt at the Airport to hash out the next set of concepts for a statewide multitype network. We took the information from previous meetings with the library community and came to agreement about the structure of the networks, and worked with input about the governance. As we move along I am continually surprised at how much in harmony we seem to be with the greater group of librarians out there. There seem to be only two areas of major controversy: whether we need multitype networks at all, and whether or not we should "allow" library users representation on the governance boards of those networks. Most of the opposition to networking seems to come from southern California. I could only speculate why. Opposition to library users on governing boards is less common, and comes from every discipline. We appear to be moving right along in the timeline we have set out. The next meeting is set for September 14 at the Oakland Hyatt Regency.

••Angie Brunton
Networking Chair

Student News

STUDENTS' SUMMER FUN

What follows are some brief descriptions of internships and assistantships held by some of our student members over the summer, gathered and described by Kristin Jacobsen, SLA Student Chapter President. The Bulletin Editor will accept brief descriptions of internship situations from other students for the next issue - deadline November 1, 1990. — Ed.

Randy Brandt: Randy cataloged the William Saroyan collection at Fresno County Free Library, a project which involved original and enhanced copy cataloging of books, articles, short stories, contributions to anthologies, correspondence, graphic material, videotapes, and audiocassettes.

Jan Davis: Jan ran her own consulting business, advising private law libraries on the development and weeding of their collections and on the maintenance of their libraries. She also worked at Sonoma State University, analyzing database packages for a special collection of local information on Sonoma County.

Karen Greig: Karen worked on the Sierra Club Collection in UC Berkeley's Bancroft Library, Manuscript Division. As part of a grant to process the collection, she set up a database for providing access to Sierra Club photos from the past 100 years.

Cate Hutton: Cate worked with the UC Berkeley's Office of Educational Development, writing press releases, program descriptions and other informational material, mainly for the dean of educational development. Cate also provided reference support at BALIS (Bay Area Library and Information System) Reference Center and

substituted at Berkeley Public Library and Oakland Public Library.

Kristin Jacobsen: Kristin assisted with a retrospective conversion project at Dow Chemical Company in Walnut Creek, updating records and troubleshooting the new system. She also reclassified books into the Library of Congress classification and analyzed computer programs for acquisitions and serials control.

Corliss Lee: Corliss received a Graduate Minority Assistantship from the California State Library. The program provides a \$3000 grant to ethnic minorities in their second year of library school, allowing them to do library work in a setting of their choice. Corliss worked at the Moffitt Undergraduate Library at UC Berkeley, providing reference assistance and helping Moffitt librarians with projects. She also gave tours of the library and led a bibliographic instruction session.

Margaret Phillips: Margaret also received a Graduate Minority Assistantship from the California State Library, which she used to work in the Biosciences Library at UC Berkeley. She provided reference assistance and put together part of a bibliographic reference assistance and put together part of a bibliographic instruction program for Biology I students. In addition, Margaret worked in UC Berkeley's Bancroft Library, Cataloging Division, cataloging Sierra Club serials and University Archives material.

Lenore Ralston: Lenore worked with the Health Science Information Service, providing reference assistance and doing online searching. She also helped revise the handbook for the basic reference course for the UC Berkeley's School of Library and Information Studies, worked on a mission statement for the library school and assisted with a database project for the library school alumni association.

Continued on p. 9

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President's Column (Continued from p. 1.)

our fair city, we'd like to put together a booth that reflects the style of our home chapter. We'll need to collect Visitors Bureau type publications, as well as come up with some appropriate San Francisco related goody (pin perhaps?) to give out. I invite anyone who is planning to go to San Antonio and who would like to form a small committee to mastermind this event to contact me. It should be a pleasant project to tackle, and it's time to get started on it!

By the time you read this our September dinner meeting will be history, and I hope I will have seen a lot of you there. (For those of you wondering when the joint meeting with the San Andreas Chapter will take place, it will be the "Holiday" meeting on December 6. Mark your calendars!) This year for the first time (another Chapter milestone!) we will precede the September dinner with a special reception for new members who have joined the chapter in the last twelve months. It will be an opportunity to welcome them especially and to let them find out the various ways they can really participate in Chapter activities, besides showing up for dinner meetings! We're delighted to watch the Chapter grow and we're delighted to welcome new energy, new ideas, new vision for what we can do for each other. New members or old, your thoughts and willingness to participate are always welcome.

••Cristina Campbell

OCTOBER 1990 DINNER MEETING

Asia in the 1990's: A journalist's perspective on recent developments and on information sources

Asia. How does one keep up with the continuously unfolding events taking place on that continent? What is the outlook for the 1990's, especially in the aftermath of the June 1989 uprising in Tiananmen Square in China, or in light of the 1997 changeover in Hong Kong? Dori Jones Yang, who was Hong Kong Bureau Manager for Business Week for eight years and is presently Seattle Correspondent, will be the featured speaker at the October 18th dinner meeting, and will share her perspective on recent developments in Asia and on information sources about the area. The meeting will be held at Yank Sing restaurant, 427 Battery Street, in San Francisco. For further information, contact Kathleen McLaughlin at 415/768-5100.

••Jensa Woo

PUBLICITY COMMITTEE TO MONITOR IMAGE OF LIBRARIANS

Tired of seeing librarians trashed in the media? The Publicity Committee will be acting as a clearinghouse for print, audio and visual items that depict librarians in an unfavorable light. Letters will be sent to the offending parties on behalf of the SF Bay Region Chapter, and items will be publicized via the chapter bulletin. Copies will be forwarded to SLA Headquarters for further action.

At the same time, let's not overlook those occasions when we are shown as the dynamic, imaginative, essential professionals we are! And it does happen — *Cosmopolitan* gets a big hand for the "Shh! There Are Great Jobs in the Library", (July 1990, pp 86-87).

Please send any materials to:

Rita Evans
Dolby Laboratories, inc
100 Potrero Avenue
San Francisco, CA 94103-4813
(415) 558-0359

If it was something in print, be sure to send me a copy, along with the source and date. If it was broadcast, I'll need the name of the station or network, time, date, program, and the identity of the speaker or the name of the company advertising the product or service. The address of the company, network, or station would be a big help, too.

Don't forget to send your own letters of outrage. This campaign will carry a lot more weight if the folks who produce this garbage hear from a lot of us, especially if we have some leverage like the threat of cancelling contracts or refusing to buy products or services.

Look on page 16 of this issue of the Bulletin for some "MEDIA WATCH" examples. We'll run these as we see or hear them.

••Rita Evans

EXECUTIVE BOARD HIGHLIGHTS

Your Executive Board met twice this summer, June 26 and August 21. Highlights from those meetings follow. If you'd like fuller details about any of these, please contact any of the Executive Board Members, whose names and numbers are listed on the inside front cover of each bulletin.

1. Advertising rates for the Bulletin were increased 10% . (See page 2 for new rates.)
2. In an effort to benefit more students, the chapter will continue to provide student vouchers for attendance at the monthly dinner meetings, rather than offering one student stipend for attendance at the annual convention.
3. A sub-committee (Terry Dean, Terry Huwe, Elyse Eisner) explored the possibility of beginning an annual endowed lectureship. The chapter will provide a percentage of the initial start-up funds; major corporate sponsorship will be sought for ongoing expenses. A speaker of national stature will be invited to lecture. The event would be scheduled for early evening, and would not conflict with other Chapter activities. Responsibility for the administration of the lecture would fall to the Assistant Program Director.
4. Our Chapter has agreed to participate in a Salary Survey which will be done by the San Andreas Chapter.
5. Bill Fisher of San Andreas Chapter will be the Northern California representation to the planning committee for the All California Chapters meeting to be held at Asilomar in the early winter of 1992.
6. A solid budget for 1990/91, and program plans, were adopted.

••Editor

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STATUS REPORT ON CALIFORNIA STATE SERIALS PROJECT

The California State Library has hired RMG Consultants to review the effectiveness and goals of statewide union-listing of California. With this broad mission in mind, the State Library intends to chart the future course and mission of the California Union List of Periodicals (CULP) as well as the California Academic Libraries List of Serials (CALLS). The estimated time frame for implementing a new database is currently five years.

On August 14, a breakfast meeting was held in San Francisco where RMG Consultants had invited medical and law librarians, as well as public and special librarians who manage special collections, with an attempt to hear all input. Prior to attending, I quickly polled our corporate library membership, in order to make known the needs and concerns of private sector business libraries.

Major factors which affect the usefulness and quality of a statewide database which were discussed are:

****Geographic location is of utmost importance.** Database should be searchable by region or location.

****College and university serials librarians, and medical librarians in small hospital collections** voiced concern of being "swamped" with requests for materials. They wish to be viewed as "lenders of last resort", whenever possible.

****Scarce resources and rising prices** have reduced serials holdings in recent years, increasing the need for knowledge of where titles are held. Reasonable guidelines are necessary to safeguard against overuse or exploitation.

****Inclusion of lending policies** would help in deciding who to call for ILL's.

****Corporate sector librarians** often depend on university and college collections at need, and
(Continued on p. 12)

Diana Spaulding: Diana classified the collection of the Pesticide Action Network, an international non-governmental organization in San Francisco. She transferred more than 1,000 books, technical reports, articles, pamphlets, and ephemera from an internal system of general categories to Library of Congress call numbers. She also wrote a manual to the organization's staff in assigning LC classification numbers.

developing a classification scheme for the field of computer graphics, and adapting the classification scheme to the existing online search program.

••Kristin Jacobsen

Carl Wingo: Carl worked at the Lawrence Livermore National Laboratory in the Documentation Unit of the National Energy Research Supercomputer Center. He developed a classification scheme for online computer graphics documentation, including researching current literature, consulting graphics programmers on



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AWARDS COMMITTEE SEEKS NOMINATIONS

The San Francisco Bay Region Chapter Award for Professional Achievement was instituted in 1984 to reward members for their "notable and enduring contributions to the Chapter and the professions". Previous award winners re Betty Roth, Bill Petru, Barbara Ivantcho, Jack Leister and Marie Tilson. The award emphasizes local activity and leadership and does not require participation at the Association level or a major publication record.

To nominate a fellow Chapter member please fill out the nomination form that appears below. Please be assured that all nominations are completely confidential.

Deadline for receipt of nominations is March 1, 1991.

SAN FRANCISCO BAY REGION CHAPTER AWARD FOR PROFESSIONAL ACHIEVEMENT

Nomination Form

Nominee: _____
(please print)

Nominated by: _____
(please print)

(Signature)

(Phone Number)

Date: _____

Please describe, on a separate sheet, the outstanding professional achievement or contribution to special librarianship/information science, or the Chapter, on which the nomination is based. Include pertinent biographical data of the nominee in the description. Forward in confidence to:

Terry Dean
Institute of Governmental Studies Library
109 Moses Hall
University of California
Berkeley, CA 94720

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CALLS (Continued from p. 8)

voiced a desire to "give back" when large academic libraries are in need. Professional friendships and courtesies have greatly assisted everyone in ILL; the ways in which any new format of CULP or CALLS can assist in sharing resources will be given close attention.

****Currently, local standards of records vary widely. A new statewide database must address the standards issue to be effective. The varied mission and profile of libraries make this a challenging task. Some corporate members indicated that their serials holdings can vary dramatically from year to year, making updates a major task.**

If anyone wishes to convey their opinions and concerns to RMG Consultants, please contact me at the Institute of Industrial Relations Library, or RMG directly (3612 Nutmeg, Irvine, CA 92714 (714) 551-2717). RMG has also issued an interim report on their work, which I have and will copy upon request.

****Terry Huwe**

Institute of Industrial Relations Library
UC Berkeley

Kardex up for Grabs

A 21 drawer Kardex (slightly used) is yours for the asking. The Information Services Center at Cetus has made the transition to an automated check-in system and we no longer need our Kardex file. Also included with this offer is a small supply of new cards (5x8") and frames. Please contact me before Nov. 1 if you are interested and we can make arrangements for pickup.

Debbie Bittner
Cetus Information Services Center
1400 53rd Street
Emeryville, A 94608
415-420-3253

An Exhortation!!!

Remember to advise SLA National Office of any change in your mailing address. It is from them that we receive our local mailing labels, so if it's not right in Washington, it won't be right in San Francisco!

ATTENTION CONSULTANTS

The Association Office maintains a database of SLA members who do consulting, called CONSULT Database. Chapter consultation officers and others outside the profession use the database when looking for paid consultants. The Consultation Services Committee would like to enlarge the database to make it more useful for everyone. If you'd like to add your name and expertise to this database, please complete the form on page 16 of this Bulletin. Thank you.

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When you need Information...



NEW MEMBERS

Elisabeth Allott	Disclosure
Lynne Anderson	
Jacky L. Averill	Student
Keith C. Blean	California Division of Mines and Geology
Robert P. Britton	
Nancy J. Castor	
Shu-Fen Chen	3Com Corp.
Amy C. Daniels	Hilltek Technical Info- mation Center
Michael P. Flanagan	
Marlowe D. Griffiths	Student
Ella J. Hirst	Student
Patti G. Itano	
Mary L. Kissinger	Cartwright Slobodin et al
Ying Li	
Mark G. Maloy	Hellmuth Obata Kassa- baum, Inc.
Brenda J. Melching	IBM Corp.
Jane E. Pratt	
Donna L. Purvis	Baker McKenzie
E. Ann Rakes	Student
Paul Reavis	Hopkins & Carley
Fred G. Satir	Occidental International Exploration Prod. Co.
Alan A. Schut	Student
Margot F. Sheffner	Student
Mary Sigafoos	
Carol Smart	
Bruce Thomas	Rutherford Chekene

Attention Municipal and County Code Borrowers

Beginning July 1, 1990, the Institute of Governmental Studies Library at UC Berkeley will charge \$10.00 for each municipal and county code borrowed. Borrowers will be invoiced directly through the University of California Accounting Department.

UC Berkeley School of Library and Information Studies

"The role of the School of Library and Information Studies is well suited to the overall mission of the Berkeley campus," says the recently issued report of a campus committee appointed to review the school. It finds that the school "constitutes an important campus and national resource in the rapidly growing field of library and information studies," with a "talented faculty complemented by a mature and highly motivated student body." The report is sharply critical of the school's recent lack of leadership, inadequate extramural research funding, and underdeveloped outreach to other departments on campus with overlapping interests, to alumni, and to the professional community. But despite its criticisms, the committee reports optimism about the future of the school, which it says is "in a position to play a leading role in the education of [information] professionals."

****Editor**

How to Use the SLA Jobline

The SLA Jobline is sponsored jointly by the San Andreas and San Francisco Bay Region Chapters of the Special Libraries Association. To list positions, either professional or para-professional, send copy to:

SLA Jobline
467 Saratoga Ave., #154
San Jose, CA 95129

FAX: 408-247-8763 attention SLA
Jobline Box #154.

If you need to contact a Jobline Committee member, you may leave a message at 408-864-6817. The recorded jobline phone numbers are: 415-391-7441 and 408-252-7248. The Jobline is also available on CLASS OnTyme and Dialog Dialmail.

MEDIA WATCH

Item: Mazda has a goofy librarian in a recent radio ad. This one gets mixed reviews - the guy is intent on collecting a \$2500 overdue fine from the announcer instead of being interested in the Mazda, but he does say "Unlike me, most librarians are not shy and reserved." (submitted by Ruth Girell)

Item: "Students were asked to compose the longest sentence without a vowel. One young lady came up with a sinner, something a librarian had just said to her: 'Pst, Ms! Tch, tch, tch! Sshh!'" From the SF Chronicle July 21, 1990, L.M. Boyd's Grab Bag column. (Submitted by Beverly Taugher)

Item: On the evening news broadcast on ABC on Saturday, June 30, Ray Gandolph, Sports Correspondent, said in a feature on the NY Mets, "Darryl Strawberry at times looked like a bored librarian waiting for 5 o'clock." Write to Ray Gandolph at ABC News, Capital Cities/ABC, Inc, 77 West 66th St., New York, NY 0023-6298 or to his boss, Roone Arledge, President, ABC News, at the same address. (Submitted by Rita Evans)



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KALEIDOSCOPE

Todd Bennett, Librarian at Thelen, Marrin, Johnson & Bridges is now at the Oakland office. Todd can be reached at 893-5195. Dan Cunningham is now Reference Librarian at Thelen, Marrin, Johnson & Bridges, in the San Francisco office, and can be reached at 955-3659.

Marc Levin, working under a "Rotational Opportunity" at UC Berkeley, is now 25% time at the Boalt Law Library in the Reference Department. Marc continues his position at the Institute of Governmental Studies Library 75% time. Marc will pursue this opportunity for the 1990-91 academic year.

Reva Basch will be active at ONLINE/CD-ROM '90 in November. She's teaching a pre-conference course "Coping with the Cornucopia: Effective full-text searching", moderating a Practical Searching Session, and talking about "Searching Newspapers Online".

Brian Lym has left the California Academy of Sciences and is now Supervisory Technical Information Specialist with the U.S. Government Forest Service's Pacific Southwest Forest and Range Experiment Station in Berkeley. Brian's office is known as "Region 5" and it serves both California and Hawaii. Brian can now be reached at 485-3686.

Nancy McEnroe has returned to Pillsbury, Madison & Sutro in a part-time capacity.

Sarah Saulter, SLA Student member, received her MLIS from UC Berkeley in August and will be working as a librarian at Cuyamaca Community College in El Cajon beginning in September.

Kristi Wessenberg spent part of her summer participating on an archaeological dig with UREP in Oaxaca, Mexico. Kristi worked on a project researching early Colonial church archi-

ture. Kristi is certainly gaining a reputation for her exotic vacations!

Lynn Zweifler and her husband became the proud parents of Hannah Michelle, born on July 13, 1990. Lynn will return to Thelen, Marrin, Johnson & Bridges in early November.

A number of our Chapter members not only are very active on a Chapter level but are also holding Division offices. Here is a list of current local Division officers:

Sharon Cline-McKay, Chair, Information Technology Division

Terry Dean, Chair-Elect, Education Division

Monica Ertel, Chair, Science-Technology Division

Cindy Hill, Chair, Metals/Materials Division

Daniel Krummes, Chair-Elect, Transportation Division

••Seyem Petrites



SLA STATE-OF-THE ART INSTITUTE

The 1990 State-of-the-Art Institute will take place on October 22-24 in Washington, D.C. Ten sessions will focus on a variety of issues related to artificial intelligence under the umbrella theme "Intelligent Systems: A Framework for the Future". Experts from libraries, the information industry and a variety of research institutes will provide keynotes, lead discussions and lead hands-on demonstrations. Complete details will appear in the September issue of SpecialList. For further information, contact Kathy Warye Hackl, SLA (202) 234-4700.

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CALENDAR

September

25

SLA Student's Reception
Faculty Club UC Berkeley

28

ABLE (Academic Business Librarians Exchange)
"Electronic Bulletin Boards for Business Information"
UC Berkeley. Contact: Wendy Diamond 642-6471

October

12

Mainstreaming the Special Library
Sacramento Contact SLA (202)-234-4700

15-19

STN Refreshers/Updates/Courses
Emeryville
Contact: Cheri Benintendi (800) 848-6538 x. 2557

16

SLA-SF Dinner Meeting
Contact: Tim deWolf (415) 774-2454

30

Seminar. "Resume Design for the Library and
Information Professional", Sponsored by
Advanced Information Management. 4 - 6 p.m.
Contact: Yvonne Boxerman or Colleen Worlton
(415) 965-7799.

November

3-7

California Library Association
Annual Conference San Diego
Contact: CLA (916) 445-2585; (916) 447-8541

4-8

American Society for Information Science
Annual Conference - Toronto
Contact ASIS (202) 462-1000

5-7

Online '90
Washington, D.C.
Contact: Online, Inc. (203) 227-8466

5-8

Assoc. of Records Managers and Administrators
Annual Confernce - San Francisco
Contact: ARMA (913) 341-3808

13

SLA-SF Dinner Meeting

December

6

SLA San Francisco and SLA San Andreas Chapters
Joint Holiday Meeting
Speaker: Roger Summit Place: Foster City

CHAPTER ACTIVITIES SURVEY

Which of the following activities would interest you?

	<u>Yes</u>	<u>No</u>	<u>Maybe</u>
Dinner cruise on the Bay	___	___	___
Chapter Toastmaster's Club	___	___	___
Chapter electronic bulletin board	___	___	___
Job seekers' support group	___	___	___
New Member mentor program	___	___	___

Which of the following program ideas sound interesting to you?

Copyright lawyer	___	___	___
Implications of closing library schools	___	___	___
Educating management about business information	___	___	___
Financial planning	___	___	___
Retirement planning	___	___	___
Consumer technology applications in libraries	___	___	___
Time management	___	___	___
Author Amy Tan	___	___	___
Literacy and other social concerns	___	___	___
Public speaking how-to	___	___	___

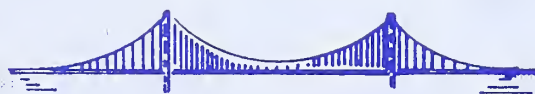
Are there other activities or program topics you'd like to suggest?

Return completed survey to:

Cristina Campbell
Public Health Library 42 Warren Hall
University of California, Berkeley 94720

SPECIAL LIBRARIES ASSOCIATION
Market Street
San Francisco, California 94102





CHAPTER DINNER MEETING

Date: Wednesday, January 9, 1991

Place: Men's Faculty Club
University of California, Berkeley
(415) 540-5678 (see map on back)

Time: 5:30 - 6:45 **Cocktails** (no host)

6:45 - 8:00 **Dinner**

* Chicken

(Sauteed, with vegetable medley)

- Salad, French bread & butter

- Fresh vegetables & rice pilaf

- *OR* -

* Tortellini Primavera (Vegetarian)

* Dessert (sherbet) & coffee

8:00 - 9:00 **Program:**

"Career Opportunities & Challenges For Information Managers"

Forest W. (Woody) Horton Jr., Ph.D, Information Consultant

Dr. Horton will speak about the many ways librarians can take advantage of technological advances and expand their roles to include managing non-traditional storage, processing and dissemination of information.

You are encouraged to bring a colleague!

Price: Dinner/meeting: \$21 members & guests; \$23 non-members; \$10 retired members. \$3 meeting only.

Send your check payable to San Francisco Bay Region Chapter, SLA along with the form below to:

Bill Van Niekerken

San Francisco Chronicle Library

901 Mission St.

San Francisco, CA 94103

Phone: (415) 777-7230

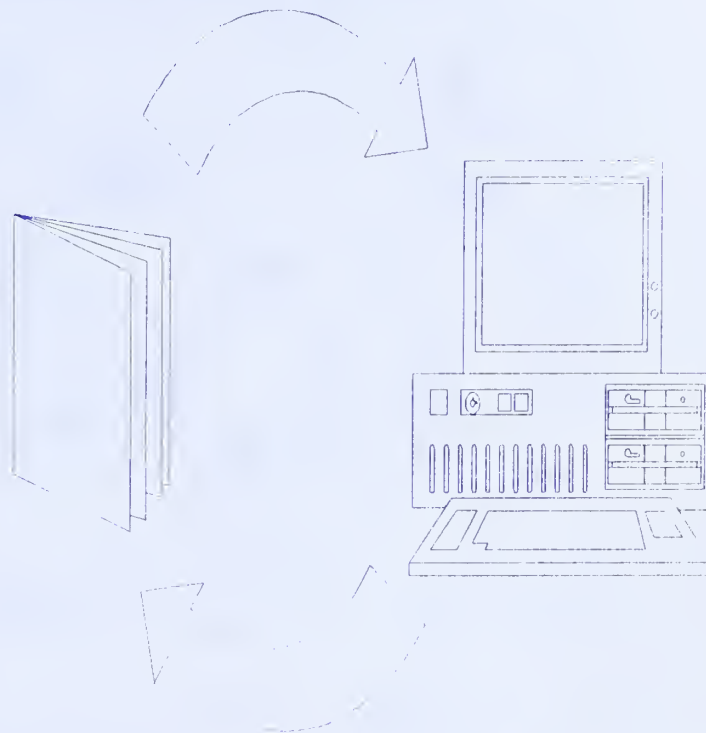
Deadline for reservations is Jan. 3. There will be a \$5 late fee for reservations after this date.

☐ Dinner ☐ Meeting Only ☐ Member ☐ Guest ☐ Retired ☐ Non-member

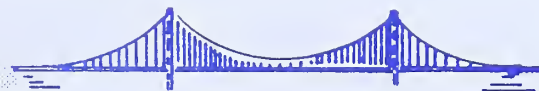
Name: _____ Phone: _____

Employer / Affiliation: _____

Tortellini ☐ Chicken ☐ _____ Attending Chapter Meeting for 1st Time?



Special Libraries Association
760 Market Street, Room 315
San Francisco, CA 94102



INFORMATION MAPPING: DISCOVERING CORPORATE INFORMATION RESOURCES

**One day workshop led by Forest W. (Woody) Horton Jr., Ph.D,
Information Consultant**

Thursday, January 10, 1991

8:30 a.m. - 4:30 p.m.

Berkeley Conference Center
Berkeley, California

Today, information professionals - librarians, information specialists and MIS consultants - realize that our organizations' information resources are assets which must be managed for competitive advantage. This one-day workshop will focus on how you can:

- Understand the nature of "information holdings" within an organization
- Discover the strategic role information inventories can play in resource management
- Learn a proven method to identify, classify and describe information resources
- Design an online database to make information resources more easily accessible

Dr. Horton has over 35 years of experience in MIS, data processing, and information resources management and has recently been named by *Information Week* as one of the nation's top 50 MIS consultants. He is co-author of the best-selling book *InfoMap: A Complete Guide to Discovering Corporate Information Resources*.

Spend the day with this provocative, dynamic observer and analyst of the information world, and leave with concepts and techniques to improve delivery of information services.

Registration and continental breakfast from 8:30-9:00 a.m. Lunch is included in registration fee.

REGISTRATION DEADLINE : Friday, December 21, 1990

Please tear off at the dotted line and return with your check made payable to: SLA / S.F. Bay Region Chapter.

NAME _____ PHONE: _____

AFFILIATION: _____

ADDRESS: _____

Enclosed is a check for: \$100 SLA Member _____ \$110 Non-member _____

Choice of lunch:

Honey-baked chicken _____ Vegetable pasta _____

Mail registration by Friday, December 21, 1990 to: Loretta Sevier
Taylor & Associates
One Montgomery St., 15th Floor
San Francisco, CA 94104
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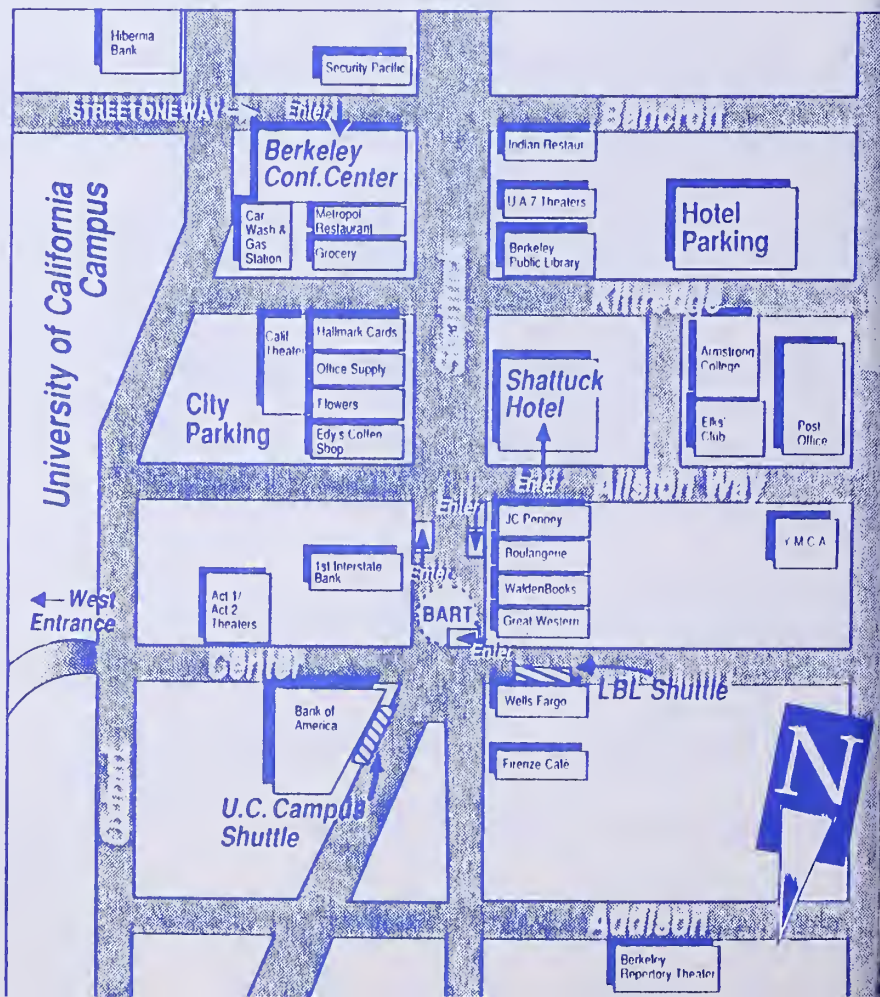
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PRESIDENT'S MESSAGE

My thanks to those of you who responded to the Chapter Activities Survey in the last issue of the Bulletin. Your suggestions and your "votes" will help this and future Chapter Executive Boards and Advisory Councils to plan worthwhile and appealing programs and services.

I was musing over the most popular and least popular choices on the survey and was struck by a seeming inconsistency: the biggest "NO vote" went to the suggestion of a Chapter Toastmaster's Club, whereas one of the highest "YES vote" counts went to a Public Speaking How-To program idea. Sweeping generalizations are not really in order, but a message to me is that as a group we like to stay "in our heads" about processes or changes; we like to understand, to "know", but don't really want to step out of the Comfort Zone (however uncomfortable it might be) of the already experienced in order to actually try something out. Getting a lecture about public speaking how-to is "safe". We can all take useful notes, nod knowledgeably, and never budge from our place of fear of actually trying it out. A Toastmaster's Club would be "dangerous": it would necessarily make us step into the great beyond of the unknown by actually doing something instead of processing it in our heads. Moving into the 90's effectively is going to take some doing.

The other item I was musing over was the title for the Annual Conference in San Antonio in June 1991: "Masterminding Tomorrow's Information". I'm feeling that we need to get a better handle on today's information, and that the masterminding needs to be more than an intellectual act, if its going to be productive. With the foregoing musings in mind, I'm pleased to give you advance notice of a couple of events in January that should get some creative juices flowing. Forest ("Woody") Horton, an interna-

tionally acclaimed information consultant, will come to town for a Chapter double billing: He'll be our dinner speaker on January 9 and present an all day workshop on January 10. My sources tell me that he's a very dynamic speaker and he will be tackling two very different themes for the events. The tentative topic for the dinner meeting is the concept of the Chief Information Officer and how we librarians and information managers can use our skills to expand our career scopes into such roles. The workshop will be about "information mapping", about identifying and making more accessible the information resources within an organization. (More on the workshop, p. 16 this issue.) Both events can give us some inspiration, some tools for "unlocking our power sources", and I'm excited about starting off our Chapter calendar year with these positive, action-oriented programs.

Speaking of San Antonio, I'm also pleased to announce that Laura Haggerty of Information

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FROM THE EDITOR'S DESKTOP



As you read this issue of the Bulletin, you may be struck, as I was in putting it together, by the level of chapter and individual activity which is reported herein. This issue only begins to portray some of the energy and variety found in our membership and chapter activities. As you read and (the editor hopes) enjoy this issue, please remember that *you* can add to the currency and interest of future issues of the Bulletin. Send in your news, your items to share, your wishes for new events, your concerns, anything which might interest your fellow members.

New this issue are two entries in our Board Member Profiles series. Continuing columns include more items for Media Watch, two reports of events sponsored by our very active student chapter, and a seasonally correct Alter Ego. Thanks to all the contributors! Let me hear from more of you next time. Deadline for copy is always listed on page 2.

Ed.

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CORRECTION

Terry Dean is Chair-Elect of the Social Science Division of SLA, not the Education Division, as reported in the last issue of the Bulletin.

October Dinner Meeting

ASIA IN THE 1990'S

****Helen Suomela-Tyrrell**

Dori Jones-Yang, Seattle correspondent for BUSINESS WEEK, spoke to approximately 130 Chapter members at the October 18 meeting. In keeping with the Pacific Rim theme of her presentation, Yank Sing Restaurant (adjacent to Embarcadero Center), San Francisco, provided a delicious dim sum buffet.

Dori's academic background in European history and international relations, as well as her eight years experience as Hong Kong Manager for BUSINESS WEEK, give her a unique perspective on Asia in today's world. She began by discussing the cultural differences between the individual Pacific Rim countries, pointing out that the U.S. tends not to recognize the diversity of language, history and economies of Japan vs. Taiwan vs. Korea vs. Thailand vs. Malaysia, etc., and that this has hampered U.S. business dealings with these countries.

Regarding the June 1989 uprising in Tiananmen Square, Dori spoke about the perception of democracy as a radical idea in Asia. She pointed out that Taiwan was still a closed country as late as 1982 and that Hong Kong, although capitalist, is a colony, not a democracy. The future of China, in her view, depends on the up and coming leaders who do not have the old loyalties to Communism and who have, in many cases, been educated abroad.

The final portion of Dori's presentation covered sources of information on the Pacific Rim countries. She cited the ASIAN WALL STREET JOURNAL as the best source, also mentioning the FAR EASTERN ECONOMIC REVIEW, ASIA WEEK, INTERNATIONAL HERALD TRIBUNE, FINANCIAL TIMES and THE ECONOMIST. Although some online information is available, most of this is from a western perspective.

Dori concluded with an illustration of the complexity of the Pacific Rim in general and China in particular — to paraphrase, a traveler spending one day in China would feel he could write a book about his experience. If he stayed for one month, he could write an article. After one year, he might manage a sentence. If he stayed longer, he would be unable to write anything at all.

Finally, special thanks to Bruce Antelman from Information Express, whose financial support helped make this enjoyable evening possible.



MEDIA WATCH

Submitted by Deborah Hunt, Corporate Librarian at Bissell & Karn, Inc.....

The Image section of the October 14, 1990 San Francisco Examiner had an excellent article about Anahid Nazarian, Francis Ford Coppola's full-time creative assistant. "She combines the organizational instincts of a librarian (she has an advanced degree in library studies) with the offbeat creativity that once lured into the punk rock scene".

Submitted by Beth Edelstein, Chevron Research....

Our own Reva Basch is featured in a 4 page article in the September 1990 issue (Vol. 4, No. 6) of *Marketing Library Services*. The article discusses Reva's entrepreneurial Aubergine Information Services and paints a picture of an exciting, multi-faceted, and challenging job in information services.

Student News

Reception Regards

****Kristin Jacobsen**

UC Berkeley library school students opened the door to their careers a little wider and got to know each other better at the September 25 reception sponsored by the San Francisco Bay Region Chapter. At least 130 students, faculty, and SLA members gathered at the UCB Men's Faculty Club to meet, talk, and enjoy good food.

Students found out what awaits them in libraryland by talking to librarians about the kinds of jobs available in the "real world". They also appreciated the opportunity to connect some names with some faces, as introductions were made of Academic Relations Chair Anna Mancini, Chapter President Cris Campbell, Student President Kristin Jacobsen, and other student chapter officers. Several students mentioned that it also would be helpful and easier to approach the professional members if they briefly announced their names and places of work.

Students not only met special librarians — they also got to know each other. It was a rare opportunity to meet and talk in a more relaxed setting, to begin learning the lesson of special libraries, that your colleagues can sometimes be your best resource.

Thank you to Anna and to all the chapter members who provided the opportunity for students to have a rare chance for relaxation, recreation, and an informal introduction to SLA.

Panel "What Are Special Libraries?"

**** Debbie Jan**

October 23 heralded the UCB Student SLA Chapter's panel "What are Special Libraries?". Room 205 of South Hall on the Berkeley

campus was filled with inquisitive library school students eager to learn about special libraries. The five speakers discussed their backgrounds, job experiences, and careers in special libraries. They passed along tips on how to get that first job and what qualifications employees are looking for.

The first speaker was Ann Jensen, Assistant Head of the UCB Engineering Library, who spoke about the variety of responsibilities and learning opportunities available as part of a larger academic library setting. Ann encouraged students to participate in internships as part of their library education, and spoke of the advantage of involvement in SLA as a way to keep special librarians from becoming too insulated or narrowly focused.

The second speaker was Elva Yanez, Head of the Resource Center of the Marin Institute for the Prevention of Alcohol and Other Drug Problems. Yanez first became interested in librarianship in a Bibliography I class as an undergrad at Berkeley. She has long been interested in alternative libraries, though has taken several positions within larger bureaucracies. Some of the advantages of working in a non-profit environment are the absence of bureaucracy and the opportunity to become subject specialized. Some disadvantages are that you depend heavily on grant cycles and usually work with "soft" money. In the local SLA chapter, Yanez is Affirmative Action liaison, which she sees as an outreach opportunity to attract undergraduates and secondary-level students to the field of librarianship.

George McGregor, Manager of Science and Technical Information at Cetus Corporation, finds his position to be an opportunity to use his science background and to make a difference in science. In addition to on-line searching and building databases to track literature, he trains new executives in the Cetus technology. McGregor finds that his SLA directory is his most heavily used reference tool as it provides him with connections to specialists in many different areas.

(Continued on Page 9)

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President's Column (Continued from page 1)

Access Company has agreed to be our Chapter organizer for the "Come to San Francisco" booth at the Annual Conference. Most of us have to come to grips with travel plans well in advance, and it's not too soon to let her know that you will be going to the conference and would like to help out at the booth. It's a great way to meet people from all over the country! You'll definitely see me hanging out there as much as possible. (You can reach Laura at 415-378-5200.)

I hope that I'll see many of you at the joint San Francisco/San Andreas Holiday Dinner on December 6. For my final official words "in print" for 1990, I send you all my good wishes for a joyful Holiday Season and a prosperous New Year.

••Cristina Campbell

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ments, ribbon (to decorate the wreaths) and other farm supplies needed to help you enjoy your trip to the farm.

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In our barn, we decorate a tree with ornaments, all of which are for sale. You can browse through ornaments and fresh wreaths while sipping cider and munching on popcorn. You can buy wreaths decorated or plain. Examples of decorated wreaths hang on the wall. I make all the bows myself and decorate the wreaths.

(Continued on Page 17)

Inga Govaars of the Federal Home Loan Bank of San Francisco reports that by the time this Bulletin is published, her library will have moved back to its old location at 600 California Street. Inga has been engaged in a "down-sizing" effort, as her new environs will be smaller than her previous temporary location. However, the operative word is NEW, and that is important, too. Inga will retain her same mailing address, but her new telephone is 616-2701.

Wedding bells rang for Ann Diloroto in October. Congratulations! Ann will also be busy as Chair of the Program Committee for the the Computers in Libraries conference to be held in Oakland in April 1991. If you have program ideas, call Ann at 326-7370.

Cathy Kerns is now Library Resources Coordinator at Chevron Research Corporation. Her responsibilities include working with the heads of all the Chevron libraries in coordinating various activities and projects within a research setting. Replacing Cathy in her previous position will be Frank Lopez, who's new title is Supervisor of Records Services.

Milt Ternberg of the Business/Social Science Library at UC Berkeley is one of two librarians named as recipients of the 1990 Distinguished Librarian Award. The award is given by the Librarians Association of the University of California, Berkeley Division (LAUC-B). The award recognizes excellence in librarianship, and this is the first year it has been presented. Also named as a winner was Alison Howard of the Optometry Library at UC Berkeley. Milt and Alison were honored at a ceremony during the LAUC-B Fall Assembly in November.

Mary Torres is the new Information Resources Manager at Deloitte Haskins & Sells. Mary can be reached at 393-9735. Replacing Mary at Steefel, Levitt & Weiss is Katheryn Ranharter.

Kristin Jacobsen, current president of the SLA Student Chapter at UC Berkeley School of Library and Information Studies, has accepted a position as Reference/Collection Development

Librarian at DeGolyer Library (Special Collections and Rare Books) at Southern Methodist University in Dallas, to begin immediately after her completion of her studies in December. Best wishes to Kristin, and congratulations to the Dallas chapter of SLA who are gaining a productive new member.

Gretchen S. Lewis has recently been named Consultant of Heidrick and Struggles, a Menlo Park Executive Search firm.

CALLING ALL SOLOS

Sally Rosoff, Chapter member, is interested in forming a group of solo librarians who are interested in meeting regularly in order to exchange ideas and experiences unique to our roles, as well as to provide a support network for each other.

If you are interested, please call Sally at (415) 951-3334 and she will be happy to make whatever phone calls, lists, arrangements, etc. which might be necessary to get a group underway.

Andy Kivel, a May 1989 UCB SLIS grad, is currently the Director of Information Services at the Data Center, an incorporated, non-profit, educational organization with a world-wide clientele. The Center collects and provides political and economic information for journalists, public interest groups, non-profit organizations, and any person or group who is generally underserved by the information world. He began volunteering at the Center in 1981, and encourages students to consider volunteering and internships as a means of discovering what kind of environment they wish to work in.

The final speaker was Cynthia Papermaster, Head Librarian of Orrick, Herrington and Sutcliffe, a San Francisco law firm. As an undergraduate she wanted to be a film librarian, and volunteered at the Pacific Film Archive. After realizing that there was not much opportu-

nity for a paid position in film, she took the job at Orrick, after only one semester of law librarianship and lots of enthusiasm. She had the opportunity to set-up the library as she wanted it, and has remained there for 16 years.

Questions and answers followed the panel and there was general agreement that students need to be innovative and to learn tools that can be applied in different situations. Subject specialties are a real plus, but their absence need not be a deterrent from obtaining a position. Librarians need to demonstrate that they can do more than find information, but can organize, create and manage information storage systems. Currently, most of the newly created information management jobs are being taken by computer people because they are perceived as having the technical skills. Librarians need to show that they have the knowledge and are indispensable to the administration.



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To nominate a fellow Chapter member please fill out the nomination form that appears below. Please be assured that all nominations are completely confidential.

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Name: Richard Geiger

Position: S. F. Bay Region Chapter President Elect
Library Director, San Francisco Chronicle Publishing Co.

Education: BA in Art (Painting & Sculpture), UC Santa Barbara
BA in Environmental Biology, UC Santa Barbara
MLIS, UCLA

Last Book Read:
Les Miserables by Victor Hugo
("all 1700 pages")

Greatest Personal Challenge:
"Tearing the transmission out of my sailboat engine."

Greatest Professional Challenge:
"Creating the S.F. Chronicle database."

Thoughts on the Future of the Profession:
"Librarians, or information scientists, need to pull off their blinders and look far and wide for opportunities to wield the knowledge and skills of our profession. We need to realize that information is power and we are in a unique position to shape the future through information management."

SECRETARY

Name: Joan Galvez

Position: S.F. Bay Region Chapter Secretary
Manager, Alameda County Business Library

Education: BA, UC Berkeley 1975
MLS, UC Berkeley, 1976

Last Book Read:
Stranger in Two Worlds
by Jean Harris

Greatest Personal Challenge:
"Hiked to the top of Yosemite Falls — just barely. Came down with pneumonia one week later."

Thoughts on the Future of the Profession:
"The future is now...the moment of truth has arrived! As information professionals, we each need to get our act together right now — or get off the boat."

FULBRIGHT AWARD OPPORTUNITY

The Council for International Exchange of Scholars (CIES) has announced that the Fulbright Commission in London is offering a Fulbright award for an archivist in the United Kingdom during the 1991-92 year. The winning awardee will research and develop the Memorial Library of Norfolk, England, a collection of books, records, and war-time memorabilia relating to over 6400 American airmen based in the Norfolk and Suffolk area who were killed in action between 1939-1945. Applications will be accepted from individuals working as archivists in public libraries, college or university libraries, or major research libraries outside American higher education.

The award is for £15,500 plus £4,500 expatriation allowance and travel for one grantee and one dependent. The term is October 1991 - October 1992. Application deadline: February 1, 1991. Questions?: Call Karen Adams, CIES (202) 686-6245



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Maribeth Eisenmann
Kathy Emmons
Joan Fox
Joan Futscher
Wayne Gribling
Katharine Halcrow
Diane Hansen
Rebecca Herman
J. Lani Herrman

Clare Hills-Nova
Virginia Kelsh
Sheri Kindsvater
Allison Lim
M. Beth Masck
Maureen Neeley
Christine Orr
Robert Rader
Lisa Regimbal
Kirsten Tanaka
Anita Tenley
Edward Vladas
Margaret Yam

TOUR - ORRICK, HERRINGTON & SUTCLIFFE

--Cynthia Papermaster

SLA members who attended the September 26 tour of the law offices of Orrick, Herrington & Sutcliffe saw how a historical landmark, the Old Federal Reserve Bank Building, had been transformed into a modern facility for the practice of law in the 1990's and beyond. Groups were taken through the historic portions of the building first: the Bank's historic executive offices and conference rooms; the two-story Banking hall, with its majestic marble Corinthian columns; and the old Bank vault, with its solid steel doors weighing 36 tons each, and now containing the firm's files. Next, the groups were shown the Back-up Day Care Center, where employees whose usual child care arrangements fall through can bring their children to work with them; an attorney office floor and the roof garden; and the library.

Orrick's library facility is spacious, has plenty of natural light from tall windows and skylights, and has a clean, modern appearance. The reading room has seating for 45 attorneys at both study carrels and large tables, there is a comfortable lounge area, and there are 10 attorney workstations for database searching and word processing. The staff quarters are also spacious, with offices for librarians and catalogers and a workroom for the library technicians. The online catalog was of interest to many tour-ees; it's on a PC using *Inmagic* software.

Refreshments were served in the firm's employee lunchroom area following the tour, and many librarians stayed to eat, drink, and chat.

MASTERMINDING TOMORROW'S INFORMATION ... Creative Strategies for the '90s

Special Libraries Association
82nd Annual Conference
San Antonio, Texas
June 8-13, 1991



SLA Seeks 1991 Award Nominees

SLA's Awards Committee is soliciting nominations for the Association's 1991 awards program. The awards recognize specific contributions of individuals or groups to the special libraries/information profession or the Association. The honors will be presented during the Association's 82nd Annual Conference in San Antonio.

SLA John Cotton Dana Award - granted for exceptional service by members to the Association to special librarianship.

SLA Hall of Fame Award - is granted to a member at, or near, the end of an active professional career, for an extended and sustained period of distinguished service

SLA President's Award - granted for a notable contribution to the Association in the past year which has enhanced the Association or furthered its goals and objectives.

SLA Professional Award - for an individual or group (who may or may not hold SLA membership) for a specific major achievement contributing to librarianship or information science which advances the objectives of the Association.

Honorary Members and Fellows

All nominations must be received by December 7, 1990 and should be sent to Joe Ann Clifton, P.O. Box 850, Kingman, AZ 86401. Further information and nomination forms are available from Mary Zimmermann, Director, Communications, SLA, 1700 Eighteenth Street, NW, Washington, DC 20009. (202) 234-4700.

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Dr. Forest (Woody) Horton to Present Professional Development Workshop

Dr. Forest (Woody) Horton will present a one-day workshop on Information Mapping: Discovering Corporate Information Resources, at the January 10th Professional Development Workshop sponsored by the San Francisco Bay Region Chapter.

Dr. Horton is co-author of the best-selling book, *InfoMap: A Complete Guide to Discovering Corporate Information Resources*, published by Prentice Hall. He has over 35 years of professional experience in management information systems, and was recently acclaimed by *Information Week* as one of the country's leading MIS consultants. We feel fortunate to feature Dr. Horton for this workshop.

Jeanette Glynn of Bank of America's Technical Library has given testimony to the value of Dr. Horton's workshop, having attended one at SLA in Pittsburgh last June. Jeanette says she found it to be most meaningful — the most substantial concept affecting the role of information managers that she has come across. Jeanette was so enthralled by the workshop she found herself wishing her colleagues in the Bay Area could have the opportunity to benefit from Dr. Horton's presentation.

As an information provider you are, no doubt, involved in the labyrinth of information resources within your organization. Attend this instructional workshop to learn concepts and techniques to help you optimize the utilization of your organization's information.

Date: Thursday, January 10, 1991

Time: 8:30 a.m. to 4:30 p.m.

Location: Berkeley Conference
Center
Berkeley, CA

Cost: \$100 SLA Member; \$110 Non-
member

Registration Deadline:
Friday, December 21, 1990

For additional information contact:
Loretta Sevier
Taylor & Associates
(415) 391-9170

So, how did two city people learn about tree farming? From the Sonoma County Farm Advisor, and various books and publications. Long before we had trees ready to sell, we were members of the California Christmas Tree Growers Association. We attended meetings and demonstrations of equipment and talked with farmers throughout California. During the selling season, we visited various farms to see how marketing is done. In spite of all our research, we made plenty of mistakes.

After the first few years, we added an irrigation well and sprinklers. We needed to expand our selling area after the first year to accomodate more bodies ruing rainy and busy days. There will never be enough parking on busy week-ends. Everyone is having such a good time, however, it's only a problem for those who must wait a few minutes to park. We also discovered that customers need to know who is working and who is a customer so we had red jackets, aprons and hats printed up to make us recognizable.

Our logo came about quite by accident. Our first selling year, we needed a sign but couldn't afford a professional one. Andy, my husband, took a full sheet of plywood (4' x 8') and cut it into the shape of a Christmas tree. This was so successful, it's become our logo.

From the day after Thanksgiving to Christmas (Friday-Monday) when you come to Sebastopol for a ride in the country, turn off Highway 116 West onto Bloomfield Road. Soon you'll see a white sign in the shape of a Christmas tree with a silver star on top. Follow the arrow pointing down the dirt road inviting you to visit the Family Tree. Merry Christmas!!

(Elaine's day job is Library Director at the Press Democrat newspaper in Santa Rosa)

Fund Your Research!

Apply for an SLA Research Grant

Attention researchers: SLA has \$15,000 grant money available to fund research in library and information science! (Naturally, an emphasis will be placed on the area of practical value to SLA members.)

SLA's Research Committee is soliciting proposals for funding under the new SLA Research Grants Program.

Proposals should concern one of the areas specified in the SLA Research Agenda—client satisfaction measures,

productivity and value measures, user concerns, and futuristic visions of the special library. Proposals involving surveys of the SLA membership are not encouraged. The grant will be awarded in June 1991.

For information and an application packet, please contact Tobi Brimsek, Director, Research, Association Headquarters, 1700 18th Street, NW, Washington, DC 20009 (202)234-4700 Fax (202)265-9317. ■

Deadline for receiving proposals: February 28, 1991.

CALENDAR

DECEMBER

- 4 SEMINAR: DataTimes Demonstration, sponsored by Advanced Information Management, 4-6 p.m. A representative of Datatimes will demonstrate their system. Contact: Yvonne Boxerman or Colleen Worlton (415) 965-7799.
- 6 SLA San Francisco and SLA San Andreas Chapters Joint Holiday Meeting
Speaker: Roger Summit Place: Foster City
Contact:

JANUARY

- 9 SLA -SF Chapter Dinner Meeting
Speaker: Willie Horton
Contact: Tim DeWolf (415)
- 10 Information Mapping: Discovering Corporate Information Resources
One-day workshop with Forest W. (Woody) Horton Jr., PhD
Berkeley, CA \$100 SLA member, \$110 non-member
Contact: Loretta Sevier (415) 391-9170
- 20-22 SLA 1991 Winter Education Conference
Washington, D.C.
Contact: SLA Professional Growth Section
(202) 234-4700
- 25 Online Northwest '91
Oregon State University, Corvallis, OR
Contact: Leslie Wykoff, (503) 494-8026 for brochure, or Joan Willis (503) 882-8209
Oregon Institute of Technology Library, Klamath Falls

FEBRUARY

- 12 SLA-SF Chapter Dinner Meeting

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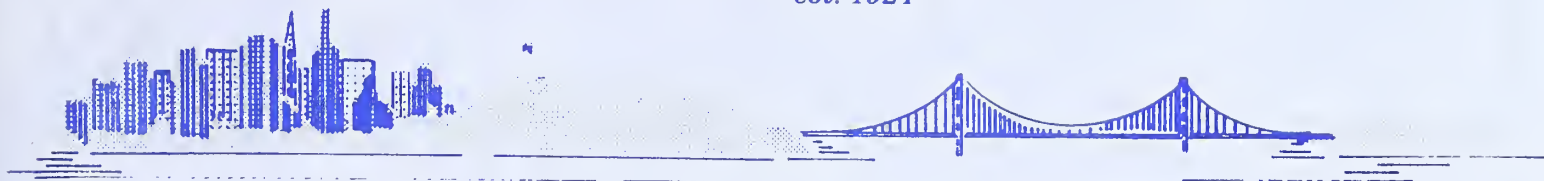
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CHAPTER DINNER MEETING

Date: Tuesday, February 12, 1991

Place: Cafe Latte II, 4 Embarcadero Center
Justin Herman Plaza, San Francisco
(see map on back)

Time: 5:30 - 6:45 Cocktails (no host)

6:45 - 8:00 Dinner

- * Green Salad with Tarragon Dressing
- * Smoked Pork Tenderloin
With Potatoes & Vegetables
- or -
- * Tortellini (Vegetarian)
Stuffed with Chard, Ricotta & Sage
- * Chocolate Pie with Caramel Sauce

8:00 - 9:00 Program:

"Technology and Library Service"

Michael Gorman, Dean of Library Services, CSU Fresno

A popular speaker and respected authority on library issues, Mr. Gorman will share his views on the various ways that technology is changing library policies and practices and, more importantly, attitudes toward service.



Price: Dinner/meeting: \$21 members & guests; \$23 non-members; \$10 retired members. \$3 meeting only.

Send your check payable to San Francisco Bay Region Chapter, SLA along with the form below to:

Michelle Howard
Bain & Company Library
One Embarcadero Center, Suite 3400
San Francisco, CA 94111 Phone: (415) 627-1137

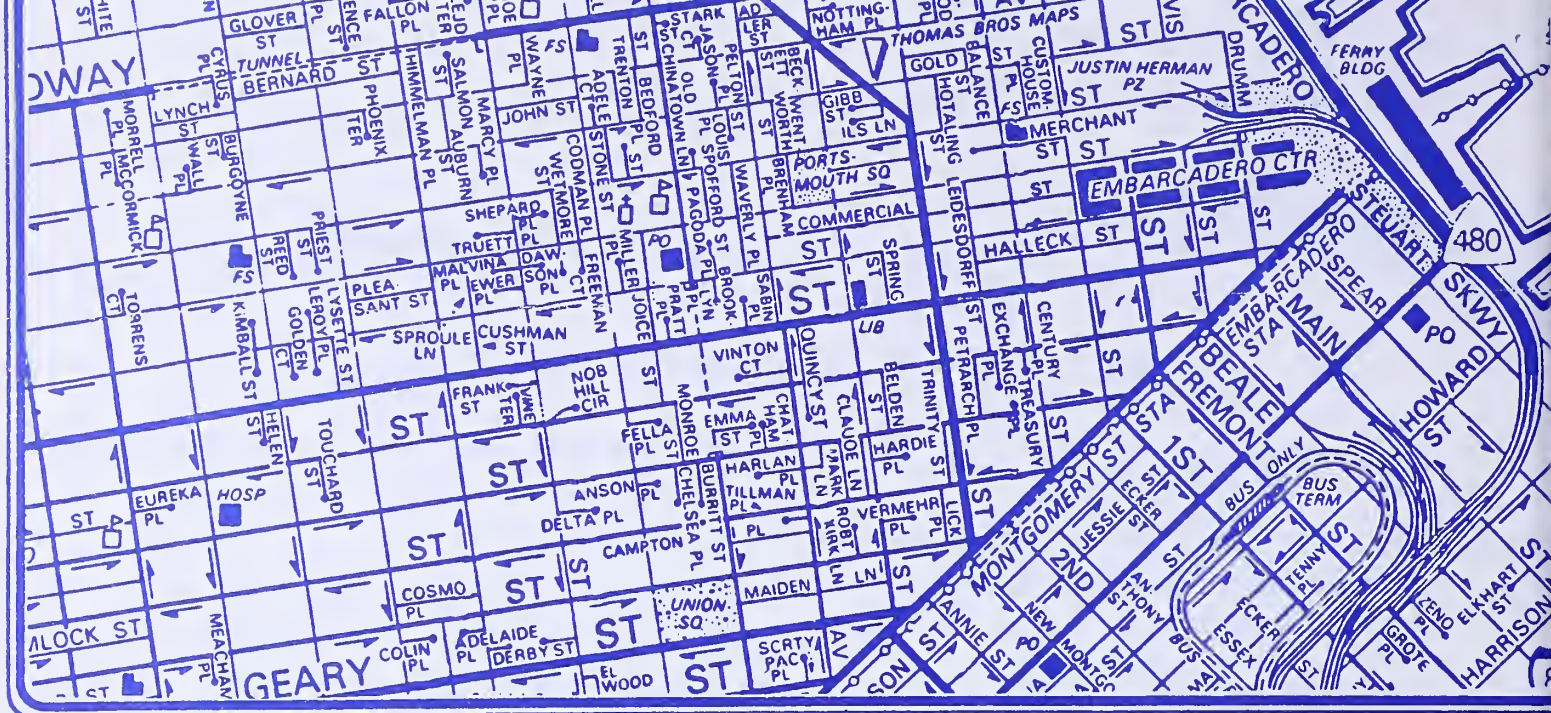
Deadline for reservations is Feb. 5. There will be a \$5 late fee for reservations after this date.

_____ Dinner _____ Meeting Only _____ Member _____ Guest _____ Retired _____ Non-member

Name: _____ Phone: _____

Employer / Affiliation: _____

Tortellini _____ Pork _____ _____ Attending Chapter Meeting for 1st Time?



4 Embarcadero Center is the 2nd building on the left facing Justin Herman Plaza



Via AC Transit: Take transbay bus to Terminal
Walk up Fremont Street to Market; turn right.
Walk to end of Market Street. Turn left into Justin Herman Plaza

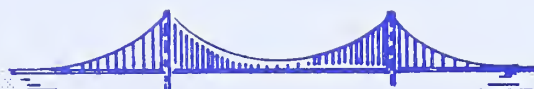


From BART: Take Embarcadero station exit.
Walk down Market Street toward World Trade Center clock tower.
Turn left at the end of Market Street.



Via Automobile:
Parking lot is under 4 Embarcadero Center.
Parking is free with validation.

Special Libraries Association
760 Market Street, Room 315
San Francisco, CA 94102



TOUR OF THE TECHNICAL LIBRARY AND FACILITY OF AUTODESK INC.*

DATE: February 20, 1991

TIME: 4-6 PM

PLACE: AUTODESK is the world's leading supplier of computer-aided design (CAD) software for personal computers and workstations. Since its inception in 1982, Autodesk has introduced a family of products for engineering, architecture, marketing, and education. The company's flagship product, AutoCAD, has become the CAD industry standard. Autodesk is also a leader in research on "Cyberspace"-- or virtual reality. In Cyberspace, one can experience and interact with a computer-generated 3-D environment. Other work at Autodesk includes research in Hypertext, multimedia and a newly released program that graphically demonstrates the mathematics of chaos -- called "Chaos, the Software". Multimedia software already released includes "Autodesk Animator" and "Autodesk 3-D Studio". The library tour will include a chance to experience Cyberspace. For more information on Autodesk and Cyberspace, see "The Ultimate Computer Game," Forbes, February 5, 1990, p. 154.

LOCATION: 2320 Marineship Way, Sausalito, Tel. (415)332-2344, x2690

DIRECTIONS: See map on reverse

FEE: There is a \$5.00 fee for this tour. Please make checks payable to: Special Libraries Association, SF Bay Region Chapter. RESERVATION DEADLINE IS Feb. 12, 1991. No refunds will be made after that date. If you have registered for the tour and are unable to attend, please notify the committee. Thank you. THIS TOUR WILL BE LIMITED TO 60 ATTENDEES.

MAIL TO: Cynthia Swanson, 1120 Union St., San Francisco, CA 94109, Tel. (415) 776-1721

DETACH AND MAIL

I plan to attend the tour of the Technical Library and facility of Autodesk Inc.

Chapter Member: Yes _____ No _____

Name _____ Telephone _____

Employer/Affiliation: _____

Address: _____

PLEASE ENCLOSE A CHECK FOR \$5.00.

*TRY TO ARRIVE CLOSE TO 4PM IN ORDER TO PARTICIPATE IN ALL OF THIS
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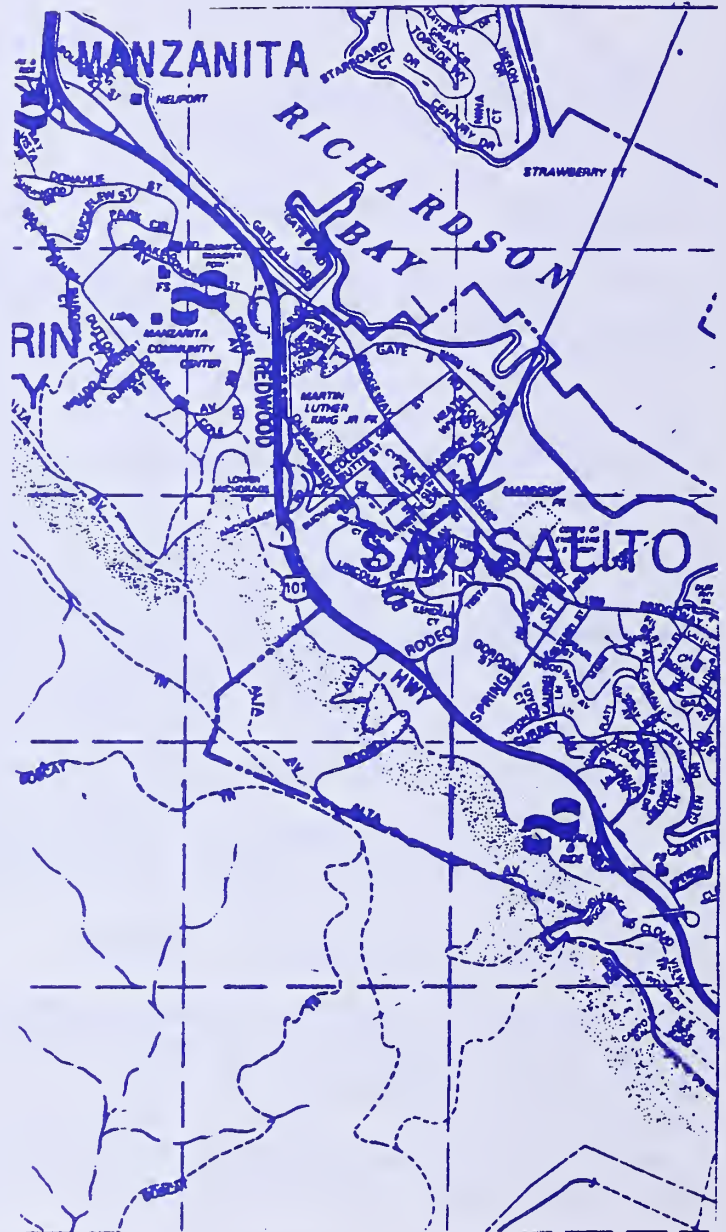
#2 from Battery & Pine takes
32 min.

Get off at Bridgeway & Harbor

GOLDEN GATE FERRY (475-8800)

A taxi or a long walk from
terminal in Sausalito.

PARKING: In Autodesk parking
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VOL. 61, NO. 4 JANUARY/FEBRUARY 1991

BULLETIN

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San Francisco Bay Region Chapter
Special Libraries Association
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Editor: Ann Jensen, Kresge Engineering Library, 110 Bechtel Engineering Center, University of California, Berkeley, CA 94720. (415) 642-3532. E-MAIL: ajensen@library.berkeley.edu.

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BULLETIN

PRESIDENT'S MESSAGE

It's late December as I write these words and despite all the "holiday cheer" and opportunities for frivolous fun (and serious sugar consumption) that abound, for me this time of the year inevitably brings an urge for introspection. An item which helped induce the impulse was the contents of a fat envelope from SLA headquarters which appeared in my in-box recently: the "Inter-Association Task Force Report on Image".

We can all laugh ruefully about the fact that this concern with "our professional image" has been around for decades. We can unearth 19th century professional journal articles which are earnest discussions of the topic, and except for the formal language in which they are couched, might be written today. On a regular basis we seem to go through the process of questioning the name of our association, with a view to improving (i.e. better-representing) our image. Just the other night at our joint San Andreas/San Francisco "Holiday Dinner", guest speaker Roger Summit, President and CEO of Dialog Information Services, talked about the inadequacy of the labels of "librarian" to depict what we do, as well as the label "database vendor" to depict what Dialog does.

The Task Force Report deals principally with the perceptions that others (8000 "decision-makers" who received the Survey on Librarians/Information Professionals) have of us. Buried amidst the fairly predictable charts and graphs depicting questionnaire results, and lengthy lists of findings and recommendations, is an especial treasure: Roger Haley's thoughtful essay on self-esteem and image. For me this is the heart of the matter. After a discussion on the psychology of self esteem, described as the integrated

sum of self-confidence and self-respect, ("...self-confidence is a trust in and a judgement of one's reason as a reliable tool for facing and dealing effectively with the outer world. ...Self-respect is a value attached to one's person as being worthy of the benefits resulting from one's actions."), Roger goes on to say:

"...the higher the level of self-esteem, the higher the goals and the more demanding the challenges sought. A person of authentic self-esteem will be a person of growth and achievement. Note that achievement results from self-esteem, and does not create it...self-esteem is a personal value that issues from within and is not conferred from without."

(Continued on p. 6)

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FROM THE EDITOR'S DESKTOP



We're mid-way through this SLA year, and at the mid-point of Volume 61 of the Bulletin. As I put together the variety of articles which report on events which have occurred and those in the planning stages, I wonder if the Bulletin couldn't take on an additional role. It's a vehicle which reaches a broad cross section of special interest librarians, a fact which is appreciated by our advertisers, and at least one publisher. As editor, I received this month a new regional resource book of environmental information, with the request from the publisher that we review it in the Bulletin. Two questions come to mind: does anyone with expertise in local environmental issues wish to write such a review, and secondly, is book reviewing, on a limited basis, something which we'd like to have as a regular feature in the Bulletin? Let me know your thoughts on this. If you would like to review this particular item, you'll receive a free copy for your collection, an opportunity to share it with your colleagues through a review and an opportunity to see your review in print. Call me!

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DEADLINES

for submission of copy for 1990/91 issues of the
Bulletin

No. 5 Mar/Apr
No. 6 May/June

Feb. 22, 1991
March 29, 1991

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Evenings: 524-4665

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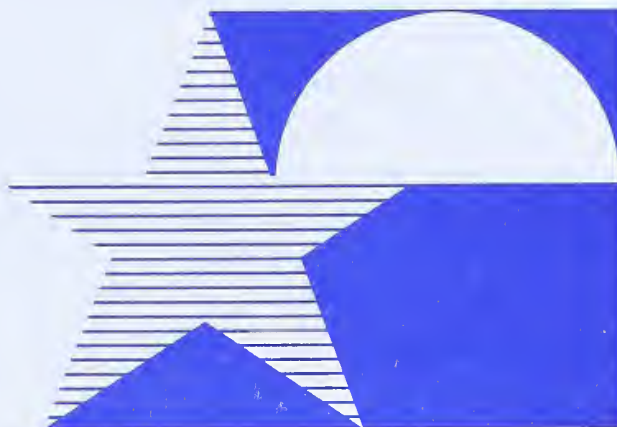
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KEYNOTERS SELECTED FOR 1991 ANNUAL CONFERENCE

Following the conference theme "Masterminding Tomorrow's Information — Creative Strategies for the '90's", two keynote speakers have been chosen.

Joel Barker, founder and president of Infinity Limited, Inc., a consulting firm that coined the phrase "strategic exploration", is scheduled to deliver one of the General Session Addresses on June 10 at the SLA Annual Conference in San Antonio. Mr. Barker is known for developing a broad range of strategic exploration tools designed to improve an organization's ability to shape its own future. He is especially known to audiences for his presentation on the "Power of Paradigms" which helps businesses and individuals understand and react to change and plan for the future.

A second General Session Address will be given by Alan Kay, "Father of the Personal Computer" on June 11. Responsible for developing personal computer technology, Dr. Kay is credited with conceiving Dynabook, the world's first lap-sized computer and the forerunner to the Macintosh. Employed in the past by both Xerox and Atari, Dr. Kay is now a Fellow with Apple Computer where he serves as one of a few select scientists who have an independent charter to pursue innovative ideas for the company's future.



NOMINATIONS FOR 1991-92 CHAPTER OFFICERS

Linda Weir, Chair of the Nominating Committee is pleased to announce the following slate for Chapter Officers for 1991-92:

President Elect/President

Timothy B. DeWolf

Director

Terence K. Huwe
George F. McGregor

Treasurer

Wendy I. Diamond
Diane C. Rosenberger

During the January and February chapter dinner meetings, nominations will also be requested from the floor.

MASTERMINDING TOMORROW'S INFORMATION . . .
Creative Strategies for the '90s

Special Libraries Association
82nd Annual Conference
San Antonio, Texas
June 8-13, 1991

CALIFORNIA LIBRARY NETWORKING TASK FORCE ACTIVITIES IN 1990

1990 has been particularly busy for Networking Task Force Planning Group members. We not only met for every scheduled meeting, but we also used all of our contingency dates as well. But all that hard work paid off, since at the Steering Group's meeting on December 5, 1990, all of the work done was approved. Now, in addition to the mission, goals, principles and priorities from last year, we have organizational structure, governance concepts, and eligibility requirements as well.

At our December retreat we prepared the ground work for next year's task force. Next year we will be looking at Statewide Coordination and Administration, Boundaries, Transition to Regional Library Networks, and Relationships to Other Entities. The entire group worked out models to be placed before the library community as before, with the exception of boundaries (choosing to have each region discuss the numerous suggestions based on maps provided by the Group). It is anticipated that this year there will be only one meeting to discuss all of the information above, but there will be more regional meetings in more areas, trying to get as much participation as possible from all types of libraries. When a meeting is scheduled in your area, please plan to attend, as the Planning Group needs as much input from our diverse libraries as we can get.

The Steering Group approved a revised timeline for the process: this year we were to have looked at funding as well, but we will look at funding in 1992, and reserve 1993 to revisit any areas in any of the previous documents to look for inconsistencies, wording changes, etc. We are aware that the funding aspects seem cloudy,

given the state of the state budget, but our goal is to have a working document to present to the legislature as soon as we feel it is appropriate. We do not intend that money be diverted from other library activities already funded by the state.

The California Library networking Task Force is composed of three groups: the Resource Libraries Group, composed of the heads of 16 of the state's largest libraries; the Steering Group, composed of presidents, and selected alternates of many of the state's library organizations; and the Planning Group, which consists of representatives of as many of the state's library organizations as could be identified, as well as several at-large members. All together there are about 120 members of the Task Force, of which the Planning Group is the largest (and works the hardest!).

••Angie Brunton

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We need to look around us and really take in what we have accomplished. When we can truly value what we do, what hurdles we have already leaped, we can move forward effectively towards new challenges, empowered by our sense of self-worth. I know I find it easier to criticize than to value myself, as do many of us, I fear. But I'm taking stock of what I see around me, the work my colleagues are accomplishing, and I am impressed. Despite the dispiriting phenomena that many of us are experiencing, (budget cutbacks, employee lay-offs, etc.), let's focus on how capable we are and on what significant contributions we can and will make, and start 1991 energized by the knowledge of who we are and the vision of what we can tackle, by whatever label. Watch out, world!

Speaking of 1991, let me mention again that Laura Haggerty at Information Access Company will be coordinating our "Come to San Francisco" booth at the San Antonio conference in June. If you are planning to be in San Antonio, get in touch with Laura (at 378-5081) if you can be a Bay Area Ambassador for a couple of hours. We have a whole week of "hours" to cover and all volunteers will be welcome!

As this calendar year comes to a close, I'd like to thank all of you in the chapter who have come forward to work and make the numerous chapter events so far be so successful. It's my opportunity to cross paths with all of you that

makes being active in the association so worthwhile for me. I look forward to more of the same in the New Year. For those of you who haven't been active, it's never an inappropriate moment to start. You won't regret it.

Cristina Campbell

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DINNER MEETINGS IN SUMMARY

NOVEMBER

The San Francisco Bay Region Chapter's November meeting was held at the Men's Faculty Club at UC Berkeley on November 13, 1990. After an excellent meal, members heard the featured speaker, Melvin B. Mogulof, consultant with Bay Vision 2020. Bay Vision 2020 is a unique joint venture of Bay Area local governments and the Regional Issues Forum, a project of the Bay Area Council and Greenbelt Alliance. Mr. Mogulof discussed the importance of regional government in dealing with problems that transcend local jurisdictions such as the environment and transportation. He also pointed out that population density has negative connotations for many of us but is desirable in effectively planning a complex urban society.

The chapter is indebted to Marc Levin, who came up with the idea for the program and coordinated the arrangements for the speaker with Ann DiLoreto, Bill Van Niekerken and Vicki Hutchinson, who reserved the facilities and handled reservations.

DECEMBER

In something of a break with tradition, this year's joint meeting between the San Francisco and San Andreas chapters was held in December instead of September. The timing provided a festive atmosphere to the gathering, which many members anticipate as a rare opportunity to meet and "schmooz" with their counterparts in the other chapter. As a bonus, Roger Summit, CEO of Dialog, spoke on megatrends in the information industry. Using slides and relying on his vast experience, Dr. Summit charted the historical development of database systems and discussed what we can look forward to as technology advances and the amount of information

increases. He pointed out how inadequate are the terms "librarian" and "database vendor" in light of our actual roles.

The San Andreas Chapter is to be commended on its efficient handling of arrangements and gracious hospitality. If reaction is favorable to this change, we might have another December joint meeting.

-Program Committee

SLA's 1991 Regional Continuing Education Program **Management of Information Technologies**

With today's technological advances, the key to success in the information profession is harnessing innovations to better meet user demands.

Portland	March 22
Knoxville	April 19
Toronto	April 26
Los Angeles	Sept. 27
San Francisco	Oct. 11
Baltimore	Nov. 15

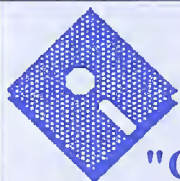
For further information contact SLA's Professional Development Section, 202/234-4700.

KALEIDOSCOPE

Diane Douglas, formerly of Professional Risk Management, has opened ProFacto Research, her own business specializing in medical and legal research. Diane's new mailing address is 1315 Ordway St., Berkeley, 94702, and she can be reached at 527-8870.

Michael Kleiber continues to expand his horizons with his recent travels to Argentina, Brazil, Chile and Uruguay. Rumor has it that he was seen visiting Evita's tomb and took the opportunity to belt out a round of "Don't cry for me, Argentina".

Marylou Pierce Fox, a former Chapter member now working in Webster Groves, Missouri, was recently out in the Bay Area for a library software conference. She took full advantage of her time out here by visiting with former colleagues and friends, and even managed to attend the joint San Francisco/San Andreas Chapter meeting in November.



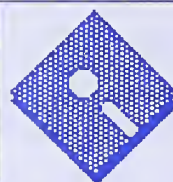
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SOLO LIBRARIANS

Four people called in response to the notice in the last issue of the Bulletin, expressing an interest in the idea of forming a solo librarian's group for the purpose of exchanging ideas and experiences unique to our roles, as well as providing a support network for each other.

We met for lunch on Thursday, December 20th and spent a very constructive hour and a half discussing such issues as utility access, cataloging, routing, circulating materials, and the general problems of juggling multiple responsibilities in a non-traditional library structure.

We were all very pleased with what we accomplished at our meeting, and with the potential of future networking. We set Thursday, February 7th as the date of our next meeting and hope to attract a larger group by that time.

If you are interested please call Sally Rosoff at (415) 951-3334 and I will be happy to make whatever phone calls, lists, arrangements, etc. which are necessary to organize and set up the meetings.

Sally Rosoff

COPYRIGHT WORKSHOP IN MARCH

Mark your calendars for March 22, 1991 if you want to attend the Professional Development Committee's spring offering, a workshop on copyright issues.

The committee has put together a panel of three excellent speakers with diverse backgrounds who will tackle different angles on the copyright law as follows:

- N. J. Thompson**, Librarian at Limbach, Limbach & Sutton, will discuss the practical aspects of interpreting copyright law and how it applies to the practice of librarianship.
- Georgia Finnigan**, President of The Information Store and a Director of the Copyright Clearance Center, will discuss the history of the Copyright Clearance Center and how it perceives its role vis-a-vis copyright law.
- Kenneth D. Crews, Esq.**, Professor at the School of Business, San Jose State University, whose specialty is "Fair Use" will discuss trends in copyright law and how it fits into the overall picture of the legal realm.

Many of you expressed interest in a program on copyright law on the Chapter Activities Survey which went out to members in the first fall issue of the *Bulletin*. Space will be limited at this morning workshop which will be held on March from 9 to 12 noon at Chevron Corporation offices in San Francisco, so get your reservations in early.

You will be receiving a registration flyer in the mail in mid February. The cost will be \$25, and Beth Edelstein will be handling the reservations. You may call her at 620-3716 if you have any questions.

••Cristina Campbell

SAN FRANCISCO TO HOST MEDICAL LIBRARY ASSOCIATION 1991 ANNUAL MEETING

The 91st Annual Meeting of the Medical Library Association will be held in San Francisco, from May 31- June 5, 1991 at the San Francisco Hilton Hotel. Featured speakers will include George D. Lundberg, M.D., editor of JAMA (Journal of the American Medical Association) and Stephen P. Lock, M.D. editor of the British Medical Journal, who will speak on "The Future of Biomedical Information". There will also be "fast break" sharing sessions with MLA leaders after this presentation, which will offer conference participants a chance for small group discussions.

Attendees can choose between 5 different concurrent programs, covering topics from the Unified Medical Language System (UMLS), publishing for Health Science Librarians, the work of the Knowledge and Skills Task Force, global communication for health, and librarian involvement in legislation and lobbying. Lectures by Lois Ann Colaianne (Associate Director, Library Operations, National Library of Medicine) and Joshua Lederberg, Ph.D. (President, The Rockefeller University, New York, NY), contributed paper sessions, poster sessions and numerous exhibits complete the offerings.

For more information, contact the Medical Library Association, Suite 300, Six North Michigan Ave., Chicago, IL 60602.
312/419-9094 FAX 312/419-8950

SAN ANTONIO TRAVELOGUE - 1

Come to San Antonio for the SLA Annual Convention and indulge yourself in a passage through time. Come see the Alamo where Davy Crockett and Jim Bowie made their last stand. This beautiful old structure was established in 1718 as San Antonio's first mission. It is best remembered for the 12 days in 1836 when a small band of Texans fought for freedom against Santa Anna's huge army.

If this piques your interest in historical sites then you must see the Spanish Governor's Palace. Dating from the mid-seventeen hundreds, this home shows what life was like in Spanish Colonial Texas. There is also the Navarro House, where Jose Antonio Navarro, a Texas leader in the revolution against Mexico, called home. It is filled with exhibits that bring this Texas patriot to life.

The mission trail is an important part of San Antonio's history as well as part of her present. Walk through the four sister missions of the Alamo and relive the early settlement days. They are still active churches and the Sunday mariachi mass held at San Jose Mission is a must see. Guided tours of the eighteenth-century Spanish missions leave from in front of the Alamo.

San Antonio also has a strong German heritage. The King William Historic District is a wonderful collection of Victorian mansions built by the early German merchants that settled in this city. The Guenther House and the Steves Homestead are both open for tours of their stunning antique furnishings.



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MANAGEMENT OF INFORMATION TECHNOLOGIES: SLA's Newest Regional CE Course

Are you able to gather and deliver information services faster, better, and more thoroughly today than perhaps ten years ago? Over the last decade a wide variety of new technology applications have been implemented by librarians. These technologies, many of which are based on microcomputer applications, have had major impacts on our ability to provide and deliver services, staffing needs, and the way information service organizations operate

Are the technologies driving the way organizations develop? Can traditional management tools, techniques, and organizational structures survive in this age of technological innovation and adaptation? What effects do the technologies have on organizations and staffing needs? How do information service organizations have to change so that they can take charge of the technologies and harness their power towards effective information service?

SLA's newest regional CE course "Management of Information technologies" will address these questions and key management issues surrounding the growth of information technology applications in libraries and other information service organizations. In particular, the course will focus on new management approaches and the effects of the technologies on organizational structures and staffing.

BOARD PROFILES

PAST-PRESIDENT

Name: Terry Dean

Position: Librarian for Access Services
Institute of Governmental
Studies Library
UC Berkeley

Education: BA Sonoma State 1968
MLS San Jose State 1972

Last Book Read:
In Praise of the Stepmother
Mario Vargas Llosa

Greatest Challenge:

Keeping trained and up-to-date
in seeing the broader issues related to new
technology.

Thoughts on the Future of the Profession:

Given the tremendous advances in
information technology, we are becoming more
dependent upon it within the profession. We can
anticipate that advances in technology will only
accelerate in the future, and yet, as we enter an
era of scarcer resources, we may not be able to
afford all the technical advances available to us.
There will be a challenge in bridging the gap
between the available technology and the re-
sources, both human and monetary, to take
advantage of it.

PRESIDENT

Name: Cristina Campbell

Position: Assistant Head
Public Health Library
UC Berkeley

Education: BA Mills College
Spanish Literature
MLIS UC Berkeley

Last Book Read:
Everyday Zen
Charlotte Joko Beck

Greatest Personal Challenge:

Organizing the staff, equipment, space
and production routines of a small commercial
kitchen (during a leave of absence from librari-
anship).

Thoughts on the Future of the Profession:

To be effective, we're going to have to be
willing to be awkward: to make uncharted leaps
across and amongst all areas that involve our
work and come up with new configurations of
staff, hardware, software and dwindling (or
burgeoning) resources and connections. I don't
think we can even imagine what librarianship
and information management will be like in the
21st century. It's exciting.

 The Sacramento Bee

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TOURS

If you want to get a little insight into other library work settings, swap ideas with colleagues on information management issues, and see some truly unusual and diverse collections, I highly recommend attending one or more library tours.

So far this year, we have had two terrific tours: Orrick Herrington & Sutcliffe - a very modern law library in a beautifully updated historical building (The Old Federal Reserve Bank Building) and The Fashion Institute of Design & Merchandising, a library with many exciting fashion resources including those that forecast colors and designs for the next several years.

During both of these tours we were able to see other important features of the entire facility. The tour of Orrick Herrington provided a number of glimpses of how the old Fed Building has been so cleverly remodeled and updated. FIDM staff gave a tour of their entire school facility, and we were able to see examples of their students' creative work.

At least two more tours are scheduled for the spring of '91. In February we will be visiting Autodesk in Sausalito. And in April, we will get to see a very new and modern medical library - UC San Francisco Health Sciences Library.

Library visits are economical both in terms of money spent and time commitments. Come join us!

••Linda Suzuki
Chair
Library Visits Committee

PRACTICUM AND FIELDWORK SITES SOUGHT

The Division of Library and Information Science is enlisting the support of SLA members throughout the Bay Area. We are always looking for practicum and fieldwork sites for our students. Practicum sites are needed all year-round, fall, spring and summer, in all types of libraries. Practicum is an independent course designed to provide students with work experience in a library/information center setting. Students must put in 60, 90, or 120 hours at the site, depending on how many units of academic credit they are receiving. The primary commitment on the part of the practicum site is that the student be involved with professional tasks and be supervised by a professional. Practicum guidelines are available from the Division.

Fieldwork is a practice-based component of a number of DLIS courses. The primary fieldwork courses include Special Libraries, Academic Libraries, (both taught in the spring), Public Libraries, and Seminar in Information Services (both taught in the fall). Fieldwork guidelines change slightly from course to course, however, they are similar to those used for the practicum. Both experiences have been designed for a minimum of paperwork on the part of the site. If you are interested in participating as either a practicum site, a fieldwork site, or both, please contact: Bill Fisher, DLIS, San Jose State University, San Jose, CA 95192-0029. 408/924-2494

SCIENCE AND TECHNOLOGY DIVISION AWARDS AVAILABLE

The Science and Technology Division of SLA is sponsoring two awards. One award, of up to \$600.00 is aimed at first time conference attendee or library school student. The travel stipend goes toward the payment of expenses incurred while attending the SLA Annual Conference in San Antonio, June 8-13, 1991. The other award, of \$250.00 and appropriate scroll, is the highest award presented by the Division: the Sci-Tech Achievement Award. It is intended for those recipients whose professional work is marked by distinction and dedication to scientific and technical librarianship.

Deadline for applications for both awards is March 1, 1991. Full award announcements are available from Cris Campbell, Chapter President.

1991 - ANOTHER "SUPER SURVEY" YEAR

In 1991, SLA will conduct a membership survey similar to the 1986 "super" survey. This second survey is being conducted to provide continuing input on SLA member needs in terms of existing Association activities and programs as well as for the design and implementation of new services. The additional demographics data to be collected in the 1991 survey will be critical to the growth and development of the Association.

The tentative timeframe for the dissemination of the survey is February 1991. Approximately 1/3 of the SLA membership will be asked to participate. If you receive a survey, help shape SLA's future by completing it. If you have any questions about the survey or the process, contact Tobi A. Brimsek, Director, Research, SLA, 1700 Eighteenth St., NW, Washington, DC 20009 202/234-4700.



Enhancing the Profession

The *Special Libraries* "Research Activity" column which appears biannually in the journal, serves as a network for researchers in the special library and information community. Through reading of the different types and topics of research being conducted by colleagues, you can tap into new resources available to special information researchers.

As a researcher or student, you can also

contribute to available resources.

Enhance the special information field, report your research in the biannually published "Research Activity" column coming in the fall 1990 issue of *Special Libraries*. Send a brief description of your project with contact information to Tobi Brimsek, Director, Research, SLA, 1700 Eighteenth St., NW, Washington, DC 20009. ■

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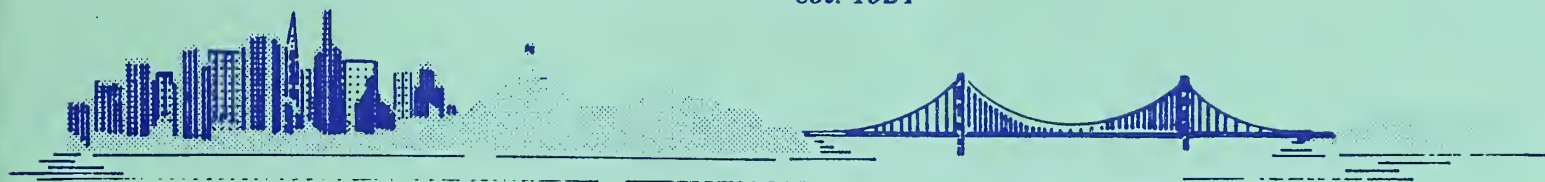
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CALENDAR

- FEBRUARY 12 SLA-SF Chapter Dinner Meeting
Michael Gorman, Speaker
Cafe Latte - San Francisco
Contact: Tim deWolf - 774-2454
- 14 INMAGIC Training - San Francisco
Information: Crew-Noble Information Services 820-9114
- 22 Copyright Workshop (see p. 9)
San Francisco Fee: \$25
Contact: Beth Edelstein - 620-3716
- 27 AJ Seminar *Introduction to Legal Research*
San Francisco
Information: 301/881-4996
- MARCH 2-3 UC Extension Course
Information Brokering - Is This Career for You?
Information: 642-4111
- 9 *Macintosh Library Applications*
UC Extension Course Information: 642-4111
- 16-17 *Apple Macintosh in Libraries Hands-on Introduction*
UC Extension Course Information: 642-4111
- 25 Dun & Bradstreet on-line training session
9:00 am-3:00 pm No Charge
Westlaw
505 Montgomery St., Suite 1250 San Francisco
Registration. 1-800-223-1026
- APRIL 13 & 29 *Online Searching*
UC Extension Courses Information: 642-4111
- MAY 18 and June 1 *How to Find Clients: Marketing an Information Business*
UC Extension Course Information: 642-4111
- 31-June 5 Medical Library Association Annual Convention
San Francisco
- JUNE 8-13 82nd Annual SLA Conference
San Antonio, TX

SPECIAL LIBRARIES ASSOCIATION
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CHAPTER DINNER MEETING

Date: Wednesday, April 10, 1991

Place: Yank Sing Restaurant
427 Battery St. San Francisco (362-1640)
(see map on back)

Time: 5:30 - 6:45 Cocktails (no host)

6:45 - 8:00 Dinner

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* Tea or Coffee

* Custard Tarts

8:00 - 9:00 Program:

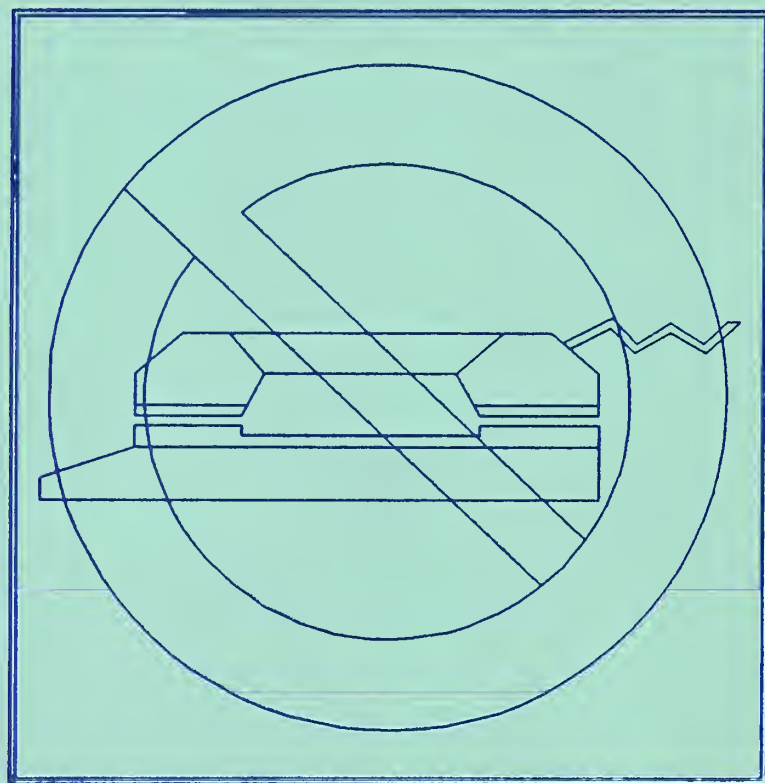
Allen Pascal,

President of DataTimes Corp.

Dial-up is Dead ... and other

futuristic observations on online services and gateways.

Bring your questions!



Price: Dinner/meeting: \$21 members & guests; \$23 non-members; \$10 retired members. \$3 meeting only.

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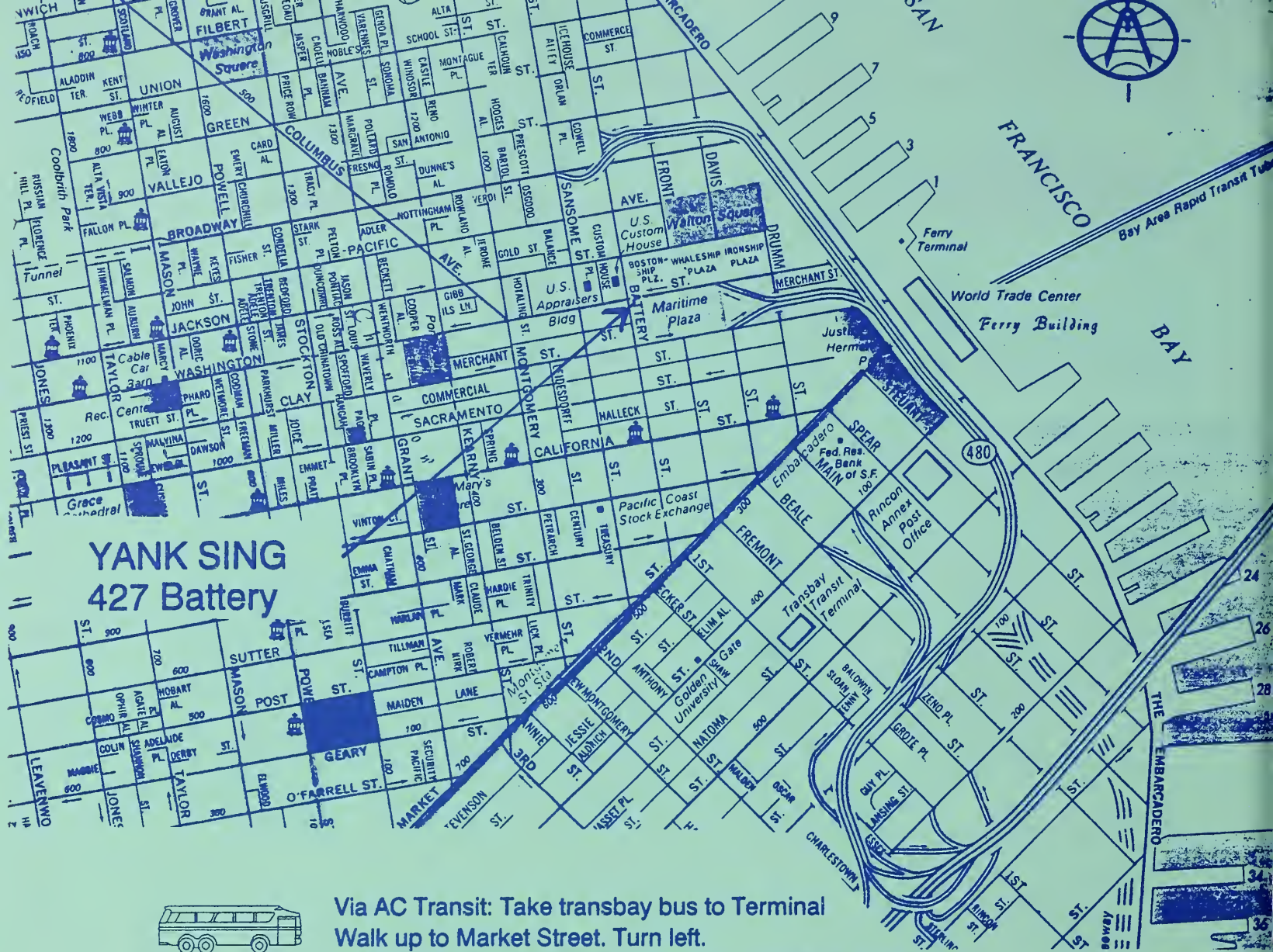
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PRESIDENT'S MESSAGE

One of the benefits of being Chapter President is being "obliged" to go to the Association Winter Meeting which takes place in January. This year President-Elect Richard Geiger and I toughed it out in Washington, D.C. during a week that brought cold, clear weather to our nation's capital, but comparatively few visitors. (The meeting began in the first week of the Persian Gulf war, which evidently scared away some travellers, including some of the meeting registrants.) (What a treat to be the sole person in one of my favorite rooms in the Phillips Collection!)

The Winter Meeting (aside from opportunities for sightseeing and schmoozing) brings together all of the Chapter Presidents and Presidents-Elect, the Division Chairs and Chairs-Elect, assorted National Committee Chairs, and the Board of Directors. This translates into a fairly "intimate" gathering of about 200 people, which makes for a wonderful chance to interact with the Principal Players. This is the meeting where Annual Conferences get planned (San Antonio's was getting its finishing touches and San Francisco's (1992) was just getting rolling) and association business gets discussed. The hottest issue under discussion this time was the proposed dues increase, scheduled to begin in 1991, with successive increases for the next five years, bringing dues to a total of \$115 per year in 1997.

There is a fairly detailed explanation for the proposed dues increase in the January issue of the SpecialList. Some of the points offered in support are •that the increase is needed to "catch up" with the burgeoning costs for providing the member services, •that member services have grown in scope and quality, •that the cost of services provided to each member is about \$164, twice what the dues are at present, •that the ratio of SLA non-dues to dues income at present is riskily high on the non-dues side, especially in

this period of recession. I invite you to consider all the information and come to your own conclusion. The substance of the debate on the issue I would characterize as being about Vision vs. Accountability. The Vision part is about what the Association is and/or can be for us and for the world, the Accountability part is about whether we perceive that we receive in a useful or meaningful way all of the services that are enumerated by the Association.

The bottom line is that the proposed increase will be voted on at the Annual Business Meeting in San Antonio in June. Those of you who will be at the conference, make a point of going to the meeting to vote your opinion. Those of you who can't go to the conference, please let me know your thoughts so that I can represent you as truly as I can.

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FROM THE EDITOR'S DESKTOP



Thanks to Phoebe Adams, of the Sierra Club Library, for volunteering to review the resource I mentioned last time, and to add a review of another title of interest to our membership. Her reviews are on page 12. If readers find this kind of feature valuable, our chapter may want to develop a committee to choose titles for occasional review in the Bulletin. Comments to the editor will be welcome.

Whether a function of the eloquence and controversy level of our speakers, or the generosity of our members in sharing their observations of meetings (or a combination), we have three unique offerings describing and evaluating the first two dinner meetings of 1991. And an Alter Ego by Helen Suomela-Tyrrell, one of many singers in our Chapter, who shares some of her experiences. This issue has been every editor's dream - a steady stream of articles and contributions arriving from *many* members, and all *by deadline!* Thank you, and enjoy!

COPY DEADLINE

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April 4, 1991

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BE ALL THAT YOU CAN BE....

As the incoming Chapter Program Director, I am seeking other chapter colleagues who want to help plan interesting, diverse, stimulating (and perhaps provocative) dinner programs for next year. Here is your opportunity to shape the content of next year's dinner meeting topics, speakers, and agenda. I am looking for a few "good folks" who are interested in active learning — first hand — how to plan, design, and execute a professional program. The time commitment is small (we only meet once as a full committee) and the work is very independent (discretion and good judgment are a must). Each committee member is only responsible for planning one dinner program during the chapter year. Under my direction, the program committee will work as a team focusing on problem-solving and innovation.

Let's talk about your ideas. Give me a call at 415/643-6476 and take a chance in learning new skills and meeting other talented colleagues.

Marc A. Levin
Assistant Program Director



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NOMINATIONS FOR CHAPTER OFFICERS

Thank You, Candidates!

The Nominating Committee, consisting of Beth Edelstein, Elyse Eisner, Nyra Krstovich, Wess-John Murdough, Moner Rusk, Rena Schonbrun, and Linda Weir, extends sincere thanks to this year's candidates for Chapter Office. We are very proud of the slate we have been able to report to the membership.

Linda Weir, Chair of the Nominating Committee is pleased to announce this year's slate for Chapter Officers:

President Elect/President - 1991-93

Timothy B. DeWolf

Director - 1991-93

Terence K. Huwe
George F. McGregor

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Wendy I. Diamond
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WHO MANAGES THE CORPORATE INFORMATION ROLE?

Observations on the January dinner meeting

Forest W. (Woody) Horton, author of several books, including *Infotrends* and the soon to be released *Great Information Disasters*, (Aslib, 1991), veteran of a long career within various government agencies, and currently an independent consultant, was the speaker at the January 9 Chapter dinner meeting. His presentation was a teaser. He provided food for thought about our roles and careers. What follows is based not so much on Mr. Horton's exact words, but rather what I think are the logical conclusions of his line of thinking. I will be happy to take the blame for any false extrapolations.

The Corporate Information Officer (CIO) which emerged in his talk acts as custodian of information resources within the company. Like the librarian, he has information about information: how good it is, how extensive it is, where it is to be found. But these resources need never be centralized. They are "virtually" connected through a company wide database. The CIO, with support from management (and don't we as librarians wish we could have that!), crosses organizational lines to make information available without trespassing on that delicate territory which each department calls its own. It is enough of a revolution to get departments to share information.

That there is a strong correlation between the functions of CIO and librarian seems evident. But is there in fact any career path? Mr. Horton said there is. He spoke glowingly of a young, aggressive woman who as a librarian set out to become the company's CIO and did so. She provided the right information and pushed the right ideas to engage the chief executive officer and his entourage. He ended up sending her to meetings to represent him. What became of the library Mr. Horton never said. Nor did Mr. Horton offer much comfort to members of the audience who questioned how the average

librarian was going to have a chance to make company information policy.

Mr. Horton sees the library in a technical light with its staff, like those of the accounting department, providing technical skill but not overall direction. He warns against assigning the library too much of a social or educational role. But if the library culture which Mr. Horton came just short of labeling school-marmish should be abandoned, where are we? If the information functions of the company are to be reduced to their common denominator, they become a source of data rather than knowledge. To the extent that the information center provides custom-packaged data rather than showing clients where it comes from and how it can be obtained, it abandons the educational role. To the extent that the library allows itself to be driven by top management or by a group of "power users" it no longer serves the wide range of clients it once did; it ceases to provide, even in our imagination, a socially leveling effect on a hierarchical organization.

It is somehow hard to believe that we will be any better off in the model that Mr. Horton describes. The specialized information resource of the corporation — the library, the records center, the corporate document file, data processing — will all be technically equivalent. Policy governing these "cost centers" will be made outside, either by the CIO or by a management committee. If the CIO is an enlightened user of information that is all to the good, but what is left for librarians turned information technicians? Is it too much to hope that the traditional top-down corporate structure will change enough to accommodate the technicians in some kind of "worker-manager" role?

--Jay Smith

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On the home front, I'm pleased to give you advance notice of a new chapter event, tentatively scheduled for May. Julie Todd, of A Clean Well-Lighted Place for Books, has proposed that we try a "literary lunch", inviting our membership (and guests) to a tasty luncheon at (again, tentatively) Monsoon restaurant in Opera Plaza, which will feature remarks by and an opportunity to meet an author on tour. A percentage of the sales generated from postprandial book purchases made at the company store (conveniently located in Opera Plaza) by the luncheon guests would be donated to an SLA Chapter account of our choice. I have suggested that we target the Academic Relations fund, to increase our capability for financial support of

our student members. In this time of technological emphasis in our work lives, I think it will be refreshing to be invited to an event that reminds us of why many of us got into this business in the first place, because we like to read! This may be the first of an ongoing series. Watch your mailboxes for your invitation.

Speaking of invitations, elsewhere in this issue Richard Geiger invites you to get more involved in Chapter activities in the coming year. I hope you'll respond. I know you won't be sorry.

Cristina Campbell

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FEBRUARY DINNER MEETING Joe Morganti

On February 12, Michael Gorman, Dean of Library Services at CSU, Fresno, co-editor of AACR2 and author of numerous books and articles on technical services in the library, addressed local members at Cafe Latte II in San Francisco on the topic of "How to Avoid the Seven Deadly Sins, or Library Service and Technology". However, his talk dealt almost exclusively with a topic more fundamental to both the technical and public services side of the library. Libraries, he affirmed, are in the *service* business. More than any other motivation, it is the desire to serve that brings people into the library profession, keeps them going in difficult times and provides them with their greatest satisfaction. Even the profit motive - the frequently invoked "bottom line" - is most often successfully achieved by those whose primary motivation is one of service rather than financial gain. Mr. Gorman frequently alluded to Karl Albrecht's recent book, *Service America!* to fill out his thesis. Even more than an organization change, libraries need a psychological shift to move away from "management by complaints" toward a truly client-centered library. This shift must come from the top down, with management encouraging and supporting efforts by the entire staff to achieve this outlook. Traditionally, libraries suffer from a confusion of means and ends and become embroiled in debates over technical issues. Consequently, they easily lose sight of how those issues arose in the first place, namely from the needs of the clients.

Out of this confusion arise the seven deadly sins: Apathy, the Brush-Off, Coldness, Condescension, Robotism, the Rule Book mentality, and the Run-Around. (See "Sins Revealed") For a library truly committed to avoiding or overcoming these deficiencies, technology can help, especially in the area of online public access catalogs where client input is sought to

(Continued on page 20)

FEBRUARY DINNER MEETING "SINS REVEALED" by Pete Evans

The February dinner meeting in San Francisco dealt with Sin, or sins if you will. Not the comfortable old Seven Deadly, although the smoked pork tenderloin, the tender tortellini, and the chocolate pie with caramel sauce may be led to a little gluttony? Eh? and lust, envy? Where are these not to be found! Well, well, enough said. The meeting did not deal with this common variety of sins. Instead, Michael Gorman, Dean of Library Services at CSU Fresno, gave us a very enjoyable and thoughtful sermon on Technology and the Seven Sins of Library Service.

His theme was founded on the Rock that as librarians our most important product is Service. True, we can hardly disseminate knowledge and novels, statistics, or the wisdom of the ages, unless we also collect and preserve them, but we need not follow the dour lead of the British Museum, wherein employees are known as Assistant Keepers, Associate Keepers, and highest rank of all, Keepers! He warned against the weakness to judge our libraries by the grandeur of the collection rather than the quality of our service. (And do we not see here just a little joust at Pride? Ahh, the very Mother of Sin!) Mr. Gorman counseled that large, academic libraries are too oft oriented toward building large collections rather than providing service, but he did assure us that he had never witnessed this form of backsliding in California. (And then, did we not all relax, just a bit, casting a languorous glance into the shadows toward creeping Sloth?) But enough of this! The Seven Sins of Library Service - what are they?

The first is Apathy. We just don't care. We turn a baleful eye on the patron. And the Brush-Off, the second Sin of Service, wherein we provide the easiest possible answer to a patron's question. "How many angels can dance

(Continued on page 8)

KALEIDOSCOPE

Seyem Petrites

Crew-Noble Information Services reports that they are now representing the STAR Database Management Software for Cuadra Associates. The STAR software, in use by Cuadra since 1982, is used to produce a director of on-line databases. Crew-Noble is still firmly associated with INMAGIC Database Management Software; their new association with STAR allows them to more fully play the complete consultation role in providing library automation services.

Barbara Robinson will be teaching Course 300 "Linking Strategic Objectives to the Budget" on Sunday, June 9 at the SLA San Antonio Conference.

A recent conversation with Betty Hardin revealed that she took a sabbatical from Lillick & Charles Law Library in June 1990 and is currently interested in temporary work.

Donna Swing, formerly at Del Monte Research Corporation, is now Technical Librarian at American President Systems in Oakland. Donna can be reached at 272-8816.

Marian Marquardt, Information Specialist for the National Food Laboratory in Dublin, has been asked by International Food Information Service to set up a Help Desk, where American and Canadian users of their database FSTA can more conveniently receive help than from the IFIS offices in the UK and Germany. Her help line number is (800) 336-FSTA.

FEBRUARY DINNER MEETING - Evans
(Continued from page 7)

on the head of a pin?" "Oh, try Theology, BR's generally, 3rd level stacks. Next!" There is a fine line here between the first two and the third Sin, that of Coldness; we stand guilty of Coldness when we bow too low before the false throne of efficiency. It is not that the patron is less, but that the process is so much more important. Which brings us to the fourth Sin of Service, Condescension. We librarians are so much better at using the library than are our patrons. Good God, we ought to be! But, we don't need to show it. The fifth Sin has rather a modern ring to it, Robotness, oft called rigidity. Often the result of bad management, this is where a policy has been devised at some higher administrative level and we librarians stick to it come hell or pleading patrons. The Sixth Sin of Service is Rule-Book, going by the Rule-Book, that is. (I fear I was indulging in Sloth at this point, for I missed the distinction between Rule-Book and Robotness, but gentle reader, you can always contact Michael Gorman in Fresno). And finally, the seventh and last Sin of Library Service, the Run-Around. It hardly needs a definition. Who of us has not indulged in this? Don't even stoop for that stone!

So, how do we avoid these sins? Technology can go far to overcome them. It can help to free the library staff so that they can indulge in personal interaction with library users, that interaction that attracts so many librarians to the profession in the first place, before they become jaded with reports, administration, machinery, and committee meetings. But three things are needed in addition to technology if we are to truly establish and maintain a user-oriented library: vision, attitudinal change, and commitment. Mr. Gorman did not have time to explain how to attain these three, but all of us, as we departed into the darkened streets of San Francisco that night, left with a firmer conviction that should we ever be tempted by any of the Sins of Library Service, we would just say "No!"

ALTER EGO

A Voice in the Chorus Helen Suomela-Tyrrell

Where are the best seats in Davies Symphony Hall? Although the acoustical engineers might disagree, I say “onstage” — in the Chorus risers. The San Francisco Symphony Chorus ranges from 80 to 180 singers per concert, depending on the music. Some are professionals; most of us are volunteers, who first put in a full day’s work as teachers, doctors, engineers, attorneys, salespeople, and, yes, librarians. The Chorus rehearses once a week with added section rehearsals as needed. Concert weeks are true marathons, with 2 evening dress rehearsals followed by 3-5 performances.

The audition process for SFSC is, in a word, rigorous. Part 1 involves testing for vocal range and tone quality, extensive sight-singing, identifying musical intervals by ear and picking out the low, middle, or top note of a chord played for you. If you pass this part of the audition, you go on to sing a prepared solo for Vance George, the chorus director. To get a better sense of your musicality, he may ask you to sing a familiar song in various styles — “My Country ’Tis of Thee” as a march, as a love song, etc. Final decisions are based on the number of singers needed per concert and singers’ availability.

First rehearsal of a work are “read-throughs”, for getting a basic sense of the music. By the second rehearsal, pencils are flying as we mark our scores to indicate dynamics, pronunciation, cutoffs, and musical expression.

If we are singing in a language other than English, we have diction coaching. Few of us had ever sung in Russian, as we did in “Alexander Nevsky” last season. To give us a better sense of what we were singing about, the Chorus saw a videotape of the 1938 Russian film, for which Prokofiev composed the music. (Woody Allen also used this music in “Love and Death”, but that’s another story) To further get us in the



mood, instead of the usual coffee and tea at one rehearsal break, we had piroshki and shots of vodka, served up by choristers who looked and sounded like extras from “Doctor Zhivago”.

The initial dress rehearsal is usually our first meeting with the conductor and is good for a few surprises. Kurt Masur, our conductor for “Alexander Nevsky” thought the Chorus sounded too classical and correct for carousing Russians and went careening all over the stage in a peasant dance to get the effect he wanted. Roger Norrington, noted for his radical interpretations, played the outrageous Brit to the hilt when he compared the Fugue in the Finale of Beethoven’s Ninth to the start of an orgy and started unbuttoning his shirt to demonstrate.

Working in San Ramon (San Remote) and singing in San Francisco makes for plenty of photo finishes through rush hour traffic. By 7:00 p.m. of the first performance night, the Chorus is assembled, in concert dress, for vocal warmups, last minute score markings, a run-through of trouble spots and reminders about stage demeanor. By 8:20 we’re lined up, waiting for the backstage announcement of “Chorus onstage”. And we’re on.

(Continued on page 21)

SAN ANTONIO TRAVELOGUE #2

The 82nd Annual SLA Conference will be held in San Antonio, Texas, a city of cultural diversity and extraordinary beauty. Come celebrate San Antonio's three hundredth anniversary and enjoy an abundance of good living.

If you are bringing the family, you will not want to miss Shamu. This killer whale is only one of the major attractions at Sea World of Texas. Another major attraction of San Antonio is Brackenridge Park, home of the San Antonio Zoo. This world class zoo has a large collection of animals including a Koala exhibit and an extensive bird collection. The Children's Zoo has a petting zoo, aquarium, nursery and elephant rides. Brackenridge Park is complete with skyride, miniature train and stables, where you can rent a horse and wander through the wooded paths. Make sure you stop at the Japanese Tea Garden and take in the lush foliage, flowers and waterfalls that make this area of the park so serene.

San Antonio is a perfect place for a romantic vacation for two, or a fun-filled haven for the kids. There is fun and excitement around every corner, even if you are alone. The conference will be packed with activities that will enhance your professional worth. The city's diversity will entertain you. What more can you ask for? Come on down!



SAN ANTONIO BOUND???

For you lucky dawgs who get to go to San Antone (correct pronunciation according to the locals) in June for the Annual Conference, I have an offer and a request, as follows:

- Looking for a roommate?

Terry Dean has offered to be an unofficial roommate referral service for our chapter members who would like to hitch up with someone else with whom to share a hotel room at the conference. Give her a call at 643-6429 if you're interested.

- Want to meet lots of people from all over?

Sign up to be a Bay Area Ambassador for an hour or two or three. We need many warm bodies to cover our "Come to San Francisco" booth at the Conference. Laura Haggerty is coordinating this activity. All volunteers welcome! Give her a call at 378-5081. See y'all there.

--Cristina Campbell

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BOOK REVIEWS by Phoebe Adams

California: an environmental atlas and guide

By Bern Kreissman, assisted by Barbara Lekisch.
Davis, CA: Bear Klaw Press, 1991. 272 p. ISBN: 0-9627489-9-4; 8 1/2 x 11" trade paperback; \$19.95. Order from Bear Klaw Press, 1100 Industrial Road, #9, San Carlos, CA 94070.

The intent of this atlas/guide is to "list, locate, and describe all those features of California of most interest to the environmental community". This is an enormous task and Mr. Kreissman's result is a notably successful work that will answer, in one volume, a variety of questions fielded by California librarians every day. This represents the first volume in Bear Klaw Press Environmental Guide Series, so does not propose to include all of California's ecological feature and primarily focuses on "natural features such as rivers, fault lines, habitat, and sanctuaries".

81 maps illustrate the atlas on the right side of a full page spread. Text and the key to the map and its cited features appear on the left side. Maps illustrate such things as landownership, landforms, wilderness areas, BLM's areas of critical concern, off-highway vehicle areas, UC's natural reserve systems, timberland production zones, and over a hundred more specially designated areas, research sites, and ecosystems. Legislative histories are also provided.

A directory section lists government, UN, and private agencies or organizations. There is also a listing of acronyms and initialisms, a bibliography, and a comprehensive 15 page index with over 3000 entries. This Environmental Atlas/Guide is highly recommended for California libraries of all types - we look forward to the next volume in the series.

Bay Area Green Pages: the local handbook for planet maintenance

Edited by Stephen C. Evans, illustrated by Mittie Cuetara. Berkeley, CA: Green Media Group, 1990. 1st ed. ISBN: 0-9627358-0-9; 8 1/2 x 11", trade paperback.

The intent of the editor and contributors to this handbook is to help Bay Area residents lead "green" lives and "become effective, informed champions of the planet", aware of "green activism". One feature The Green Digest, is a compilation of articles falling under 10 chapter headings such as home and garden, workplace, food and agriculture, the Green marketplace (addressing environmentally conscious investing), bay habitats, and transportation. The articles are brief, but in many cases, rich with statistics, charts, maps, bibliographies, and list of sources (usually organizations) for additional information. All articles are signed and the credentials of the authors are provided. The final chapter in this section includes a list of environmental career assistance services.

Other sections review books, periodicals and resources in subject categories from Agriculture to Wildlife; education and resources (including several environmental libraries); non-governmental organizations; public agencies; and a selected guide to area parks.

A consumer guide to environmentally responsible businesses (though the standards for inclusion in this list are not clear), is well indexed and cross-referenced and includes categorical comments and advice.

This first edition, which contains a good subdivided index, shows enormous potential as a broad-ranging consumer refer-

(Continued on page 18)

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VIRTUAL REALITY IN SAUSALITO LIBRARY TOUR - AUTODESK

Over 60 lucky SLA'ers were treated to an experiential tour of AutoDesk, a Sausalito based company known for it's leading computer-aided design (CAD) software as well as sophisticated computer animation programs and other esoteric technologies in multimedia computing. Ken Graham and Rickie Brooke, librarians at the Technical/Media Library, guided the event with some technical support from co-workers at Autodesk.

Ken and Rickie support the creative and programming needs of Autodesk's staff, through on-line searching, sdi's, document delivery, and maintenance of their technical and journal library. Ken started the library 3 years ago, Rickie joined the staff in December to help with the growth and demands of the growing company. With picture windows framing Mt. Tamalpais, and the latest Autodesk products on display, their small but efficient library is a research haven for programmers and staff, a demo-point for clients, and workplace of two busy service-oriented librarians.

SLA member Pat Tighe was an eager experimenter for the demonstration of "Cyberspace", a computer-guided interactive 3-D environment, or "virtual reality". She donned "eye phones", a headdress containing small 3-D video screens for each eye, and a glove, attached to relational anchors which registered her finger movements. While she maneuvered quite smoothly through "Cyberspace", the rest of us could see her actions illuminated in full color on the wall. Cyberspace is still in the development stages, but anticipated applications include games, telecommunications, and medical research.

After viewing several short promotional videos, all done in Autodesk's products: Autodesk Animator, 3-D Studio, and Autocad, we saw a brief video talk by Ted Nelson, "Father of

Hypertext and Hypermedia". All this... and literally an entire room lined with pizzas of every sort, great tubs of beer, wine, and softdrinks.

Many thanks to Rickie and Ken, who allowed us a glimpse of an enthusiastic and creative work place. It's clear that they are librarians who are integral part of the creative process at Autodesk!

--Ann Jensen

CHECK IT OUT!

If you've ever wanted to tell the rest of the world how great special libraries are, how much we contribute to our organizations, and how we help to solve problems, here's a wonderful opportunity to preach to those who aren't yet converted.

Jerry Neuman of KQED-FM has started a daily program called **Check It Out**. It's modeled on Star Date, the daily astronomy program, and it will feature different library-related subjects.

While the focus is public libraries, it also will cover other libraries, information services, electronic databases, etc. The intent is to show the radio audience how libraries serve them individually and as a society, using an informal style and humor when appropriate.

Jerry is soliciting script submissions for two-minute programs (about 275 words). He will pay \$35 per script used, and writers also receive broadcast credit and a cassette of the program after broadcast. You can obtain a set of script guidelines and sample scripts from: Check It Out, Peninsula Library System, 25 Tower Rd., San Mateo, CA 94402-4000, or call 415/349-5538. You can reach Jerry on weekdays between 9am and 1pm at 415/452-4774.

I'm working on a script, and I strongly encourage anyone with a knack for writing to **Check It Out**.

Rita Evans
Publicity Committee Chair



THE INCREDIBLE VOYAGE - CREW NEEDED

The 1991-92 Chapter Ship is about to set sail. The San Francisco Bay Region Chapter now has over 700 members. Of these, approximately 75 participate as chapter officers, or committee chairs or members. Many of these individuals have served the Chapter in many capacities over many years. It's time for new crew - new ideas and new faces to give a respite to those who have stood their watch. Please look over the list below and see if one of these activities wouldn't broaden your horizons both professionally and personally. Some committees' work involves more time than others, but I'll bet there is a berth for you here somewhere. Please help me by circling the activities of interest to you and returning this form to me by **April 15, 1991**.

If I don't hear from you beware of Shanghai! (Call me at 777-6001 if you have any questions)

Richard Geiger (President-Elect)
S. F. Chronicle Library
901 Mission Street
San Francisco, CA 94103

Committees of One:

- Advertising - Solicits advertising for the Bulletin and Directory; works with Fund Raising Committee.
- Government Relations - Coordinates and monitors activities associated with government relations and alerts members to them; liaison with SLA legislative network.
- Mailing - Handles all Chapter mailings.
- Answering Service Liaison - Picks up miscellaneous phone calls and mail directed to our chapter and handles appropriately. (Ideally works in downtown S.F)
- Elections - Handles annual chapter officer elections.
- Jobline - Creates job tape and inputs jobs for electronic mail access.

Multi-Member Committees:

- Affirmative Action
- Directory - Works in collaboration with San Andreas Chapter to publish the annual membership directory (Computer system/database experience is useful)
- Fund Raising
- Consultation - Need experienced members, familiar with organization and management of special libraries.
- Bulletin - Produces 6 issues per year for the Chapter.
- Academic Relations - Works closely with student chapter at UCB
- Library Tours - Organizes and publicizes approximately 4 library tours per year.
- Planning - Monitors long range planning for the Chapter.
- Hospitality - Selects sites and makes arrangements for Chapter meetings.
- Program - Develops and arranges programs for Chapter meetings.
- Professional Development - Produces 1 or 2 continuing education programs for the chapter per year.
- Publicity - Publicizes activities of the Chapter 9(e.g. professional development programs) and works to increase visibility of the Chapter and the Association.
- Other - Your comments, suggestions, special interest:



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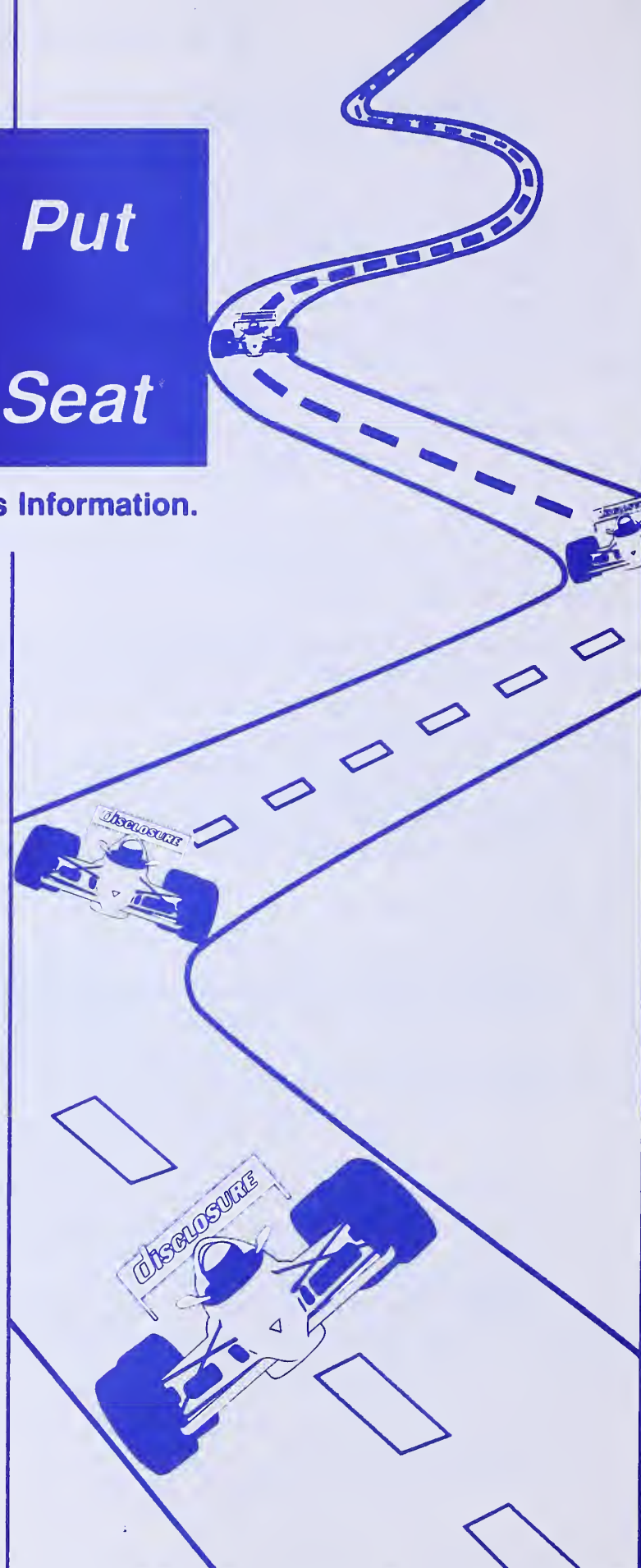
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Take a drive down the information road with Disclosure Incorporated at the Special Libraries Association Annual Convention in San Antonio this June--you can't miss us, we'll be opposite the entrance. Be among the first to preview 1991's hottest new information delivery vehicles.

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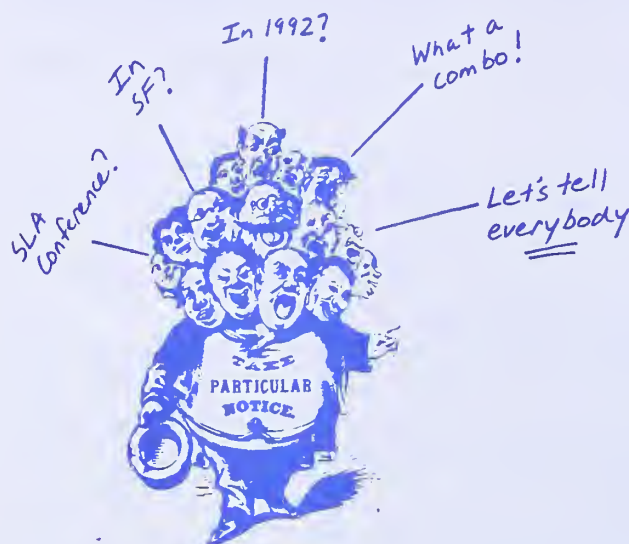
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CALENDAR

MARCH	21	Solo Librarians Lunch Meeting - San Francisco For Information Contact: Sally Rossoff 951-3334
	22	Copyright Law - SLA SF Professional Development Workshops Contact: Beth Edelstein 820-9114
APRIL	10	SLA SF Chapter Dinner Meeting Contact: Tim DeWolf 774-2454
	12	No. Cal Association of Law Librarians Spring Workshops Fort Mason, San Francisco Contact: Loretta Sevier 391-9170
	12	SPORT (File 48 on Dialog) Workshop - Palo Alto Contact: 613/748-5658
	25-27	SLA Middle Management Institute - Downtown Hilton San Francisco "Technology and Applications" 2 1/2 day unit, taught by Travis White Contact: SLA Profesional Development Section 202/234-4700 (See article, page 22)
	26-29	American Society for Information Science Mid-Year Meeting. Focus on Multi-Media Contact: Michael Buckland 642-3159
MAY	14	SLA SF Chapter Dinner Meeting Contact: Tim DeWolf 774-2454
	31-June 5	Medical Library Association Annual Convention San Francisco
JUNE	8-13	82nd Annual SLA Conference San Antonio, TX

ATTENTION!! ALL WHO PLAN TO ATTEND THE SAN ANTONIO SLA CONFERENCE

Are you proud of living in the SF area? Are you a loyal SLA member? Are you willing to spend an hour in San Antonio extolling the beauty, culture, and restaurants of San Francisco?



Yes? Yes? Yes/ Well then, we're looking for YOU. Laura Haggerty and her committee are lining up volunteers to staff the "Come to the 1992 SLA Conference in SF" booth at the San Antonio Conference, June 7-12. All you would need to do is show up for your assigned two hours and distribute brochures and goodies. We probably don't have to do much to attract people to San Francisco, so staffing the booth would be a nice opportunity to meet conference goers.

If you are interested in helping, please call Pam Handman at Cetus Corporation 415/420-3280.



SLA STUDENT CHAPTER OFFICERS

New Officers:

Co-Presidents:	Stephanie Lipow Chris Orr
Secretary:	Lani Herrmann
Program Director:	Mark Butler
Publicity Director:	Marlene Ma

Continuing Officers:

Treasurer:	Debbie Jan
Membership Director:	Sally Leete

The California Historical Society Needs Volunteers

The North Baker Library at the California Historical Society in San Francisco has re-opened in February. After several difficult years when the library services were curtailed, the new Chief Librarian, Michael harvey, is committed to re-establishing library and photographic services. Volunteer help is needed in Reference/Research, Book and Manuscript/Photography Archival Work, Cataloging, and Inventory. Interested? Contact: 415/567-1848.

Book Reviews (Continued from Page 12)

ence book. As the publishers update entries in subsequent editions, this will become an even more desirable title for local collections. Its affordable price makes it a good choice for most Bay Area public, high school, college and special libraries, for which it is recommended.

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result in products which are truly "user friendly". Such technology can empower library users and give them a sense that, with the assistance of concerned librarians, they can find what they need to know. Once again, the bottom line emerges: satisfied clients support institutions that anticipate and meet their needs.

While few could disagree with Mr. Gorman's theme, at least some in the audience felt that his message was a bit too simplified and lacking in any concrete examples of how a strong service orientation had been achieved and exactly how it had made a difference to the library and its clientele. Others could not help but remember Herb White's withering criticism, at an earlier SLA meeting, of the dangers of the "moral imperative" which motivates so many librarians to overextend themselves. But, while the issues are complex, it still remains clear that ours is a service profession and the more clearly we understand the dimensions of good service the better off we will all be.



Success Clinic: Masterminding Your Future

"Why do some people succeed, while others, just as talented and capable fail? Why do some go nimbly up the proverbial ladder, while others get stuck on one of the rungs? These are not riddles. They are serious questions with serious answers. They apply to all of us who do our work well and look for recognition and reward. Only when this does not come, there is no one to tell us why it did not or how it could have. While we know to do the job itself, we do not know how to turn it into a career. In other words, we do not know the skills for success."* If your skills for success could use some improvement, then don't miss the success clinic aimed at information professionals at the SLA Annual Conference in San Antonio on Monday, June 10, at 1:30 p.m. Dr. Adele Scheele, career expert on CNBC, author of the national best-seller "Skills for Success" and the monthly "Career Strategies" column for "Working Woman" magazine, will present her straightforward, no-nonsense strategies for success in language everyone can readily understand. As versatile as she is inspiring, Dr. Scheele will use actual case studies to explain her theories and the steps each of us must take to achieve success in our own organization. When asked if she had a particular message for SLA members, she commented, "In some fields, there comes a crucial time at which you can shape your future and the future of the profession. For the information professional, that time is now."

* Excerpted from Adele Scheele, "Skills for Success Viewer's Guide," 1983.

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(Alter Ego, Continued from Page 9)

Why do I do this? For my soul, for a love of music, for the learning and the discipline. Where else to you get to sing everything from Renaissance motets to Charles Ives? It's the chance to perform in special events like Louise Davies' birthday celebration and the symphony concert in Golden Gate Park following the October 19 earthquake. In a previous life with the Oakland Symphony Chorus, extras included singing the national anthem at the opening of the 1984 Democratic National Convention, recording the national anthem for use at Oakland A's games, and singing Orff's "Carmina Burana" for the Oakland Ballet's performance. With the San Francisco Symphony Chorus, it's also the chance to make recordings and perform on film soundtracks. And it's fun!

—Helen Suomela-Tyrrell

The New and Improved MMI is Coming to San Francisco April 25-27

The 1990s promise to be an era of rapid change filled with unprecedented opportunities for information professionals. To prepare members for the challenges of the new decade, SLA's popular Middle Management Institute has been updated. New faculty and revised program content will help mid-level information professionals gain the knowledge and skills to advance, while avoiding the time and expense of an MBA.

New MMI faculty have been chosen for their accomplishments as practitioners and teachers. Each has comprehensive knowledge of management practice and the application of current techniques to the information function.

The revised "Marketing & Public Relations" unit will be taught by Arlene Farber Sirkin, President, the Washington Resource Consulting Group, a Washington, DC-based marketing management firm specializing in working with nonprofit organizations. Participants in this unit can enhance their abilities to market information products and services by learning more about the value of market research, the marketing mix, promotional messages, and marketing plans.

Dealing with people effectively can be the most difficult aspect of managerial work. Participants in the new "Human Resources" unit will gain the skills and confidence to meet these challenges. Led by Randy Bauer, participants will explore motivation and leadership; roles, tasks and accountability; managing work teams; and dealing with difficult people. Mr. Bauer is President of Leadership Training Associates, a management development firm based in Aurora, CO.

Participants in the "Management Skills" unit will explore the role of the information center within the organizational structure while enhancing key management skills. Marianne Gessner, Executive Director of the Michigan Library Association, will use a combina-

tion of lecture, case-study analysis, and discussion to help participants build essential management skills. Management communications, corporate culture, and decision-making are just a few of the topics she will cover.

The new "Analytical Tools" unit will be taught by Michael Koenig, Dean of the Rosary College, Graduate School of Library and Information Studies. During this unit, participants will concentrate on refining their financial and statistical skills. Budgeting, financial planning, management statistics, and information cost/value will be key components of this unit.

Travis White will continue to teach the "Technology & Applications" unit. Dr. White is Product Manager for Solbourne Computer, Inc., where he specializes in researching new technologies. Participants will gain a better understanding of new and emerging technologies and learn effective methods for developing computer solutions and managing technological change.

Each MMI unit is 2-1/2 days in length. Participants may take a single unit to gain in-depth knowledge in a particular area, or complete all five units for a comprehensive foundation in the essentials of effective library and information management.

Although instructors discuss management concepts and theories, the MMI emphasizes the application of pragmatic techniques to the information center. To enhance interaction, registration is limited to 25 participants per unit. The interactive format, in combination with case-study and problem-solving exercises, provides an immediate opportunity for participants to use what they have learned.

A new brochure containing complete details on the MMI and the 1991-93 schedule can be obtained by contacting SLA's Professional Development Section (202) 234-4700.

■

MEMBERSHIP DIRECTORY UPDATE

The normal procedure for updating the Chapter Membership Directory is to mail to each San Andreas and San Francisco Bay Region member a personalized printout of the current information in our database on SPIRES. Last May nearly 1100 printouts were mailed.

This year, we'd like to try a slightly different approach that will save the Chapters some postage and should save the committee some work— BUT IT REQUIRES YOUR HELP. Please check your entry in the 1990/91 Directory.

1. If it is correct and you expect it to stay correct for the next 6 months, place an X on the line below:

My directory entry is correct. _____

We will NOT send you a questionnaire.

2. If your entry needs to be changed, please enter your name and JUST the corrections on the form below:

3. If you are not in the Directory, please complete the form in its entirety.

Name: _____
Position: _____
Bus. Phone _____ Home Phone _____
Personal E-Mail: _____
Organization: _____
Street Address _____
City & State _____ Zip _____
Ref. Ph. _____ FAX No. _____
Orgn. E-Mail _____
Holdings on: _____ OCLC _____ RLIN _____

Home Address (complete this ONLY if you did not supply an organization address)

Student Member _____ Retired Member _____ Other _____

**** Note - this is your directory entry and NOT your SLA mailing address. Information you give on this form will not affect your Chapter mailings.**

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Present a literary luncheon with renowned author **ANN BEATTIE**.

From the Corporate Services Department of A Clean Well-Lighted Place for Books and the San Francisco Bay Region Chapter of the Special Libraries Association.



Ann Beattie's novel, *Picturing Will* (Vintage 1990) was a national bestseller and her greatest critical success to date. *The New York Times Book Review* hailed it as "surprising, lyrical, and deeply affecting... a revelation." Now Beattie returns with an astonishing new collection of short fiction, **WHAT WAS MINE AND OTHER STORIES**, to be published by Random House in May 1991 (\$20). These stories are brilliantly crafted, each voice distinct and assured—a remarkable collage of contemporary lives. Ann Beattie has taught at Harvard and the University of Virginia. She lives in Charlottesville, Virginia and is the author of eight previous books.

Date: Monday, May 13th, 1991

Place: Monsoon Restaurant At Opera Plaza
601 Van Ness Avenue (on the NW corner
of Van Ness and Golden Gate Avenues.
Near the Civic Center, behind A Clean
Well-Lighted Place for Books.)

Time: 12 noon - 2 p.m.

Reading: 1:00 p.m. & a brief question and answer session with the author followed by a booksigning.

Price: \$25 per person for this special reading and luncheon. *Proceeds from the sale of Ann Beattie's books sold during this event benefit SLA's Academic Relations Fund.*

Deadline: Reservations and checks must be received by **Monday, May 6th, 1991.**

LUNCHEON MENU

Fresh Spring Asparagus w/Toasted Walnuts North Chinese Roast Eggplant w/Ginger
Fresh Egg Noodles w/Cucumber & Peanut Sauce Shrimp & Pork stuffed Wontons
Vietnamese Spring Rolls w/Basil & Cucumber

Grilled Fresh Fish Fillet w/Ginger, Scallions & Black Beans
Thai Chicken w/Fresh Water Chestnuts Fried Rice w/ Mustard Greens

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A Clean Well-Lighted Place for Books' Corporate services director, Julie Todd can also answer any questions about this event (415) 346-2159.

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☐ Attending Chapter event for the first time?



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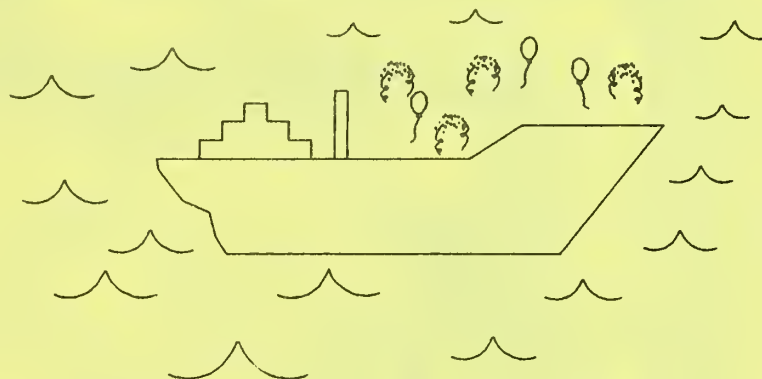
Date: Tuesday, May 21, 1991

Place: Leave from Pier 40 (End of Townsend in S.F.)

Not next to Pier 39! (see map on back)

Time: Boarding begins at 5:45

Boat leaves at 6:15 & returns at 8:30



DON'T MISS THE BOAT

Program: **Clifford Stoll** "*Stalking the Wily Hacker*" (or how an astronomer ended up writing a best-seller)

Many of us remember Cliff Stoll's presentation at a dinner meeting a couple of years ago when he told us of his efforts to track down an international computer hacker. Since then, he has become a best-selling author (*The Cuckoo's Egg*) and a lecturer in great demand. His popularity is due not only to his expertise but also to his humor and enthusiasm. Come prepared for just about anything!

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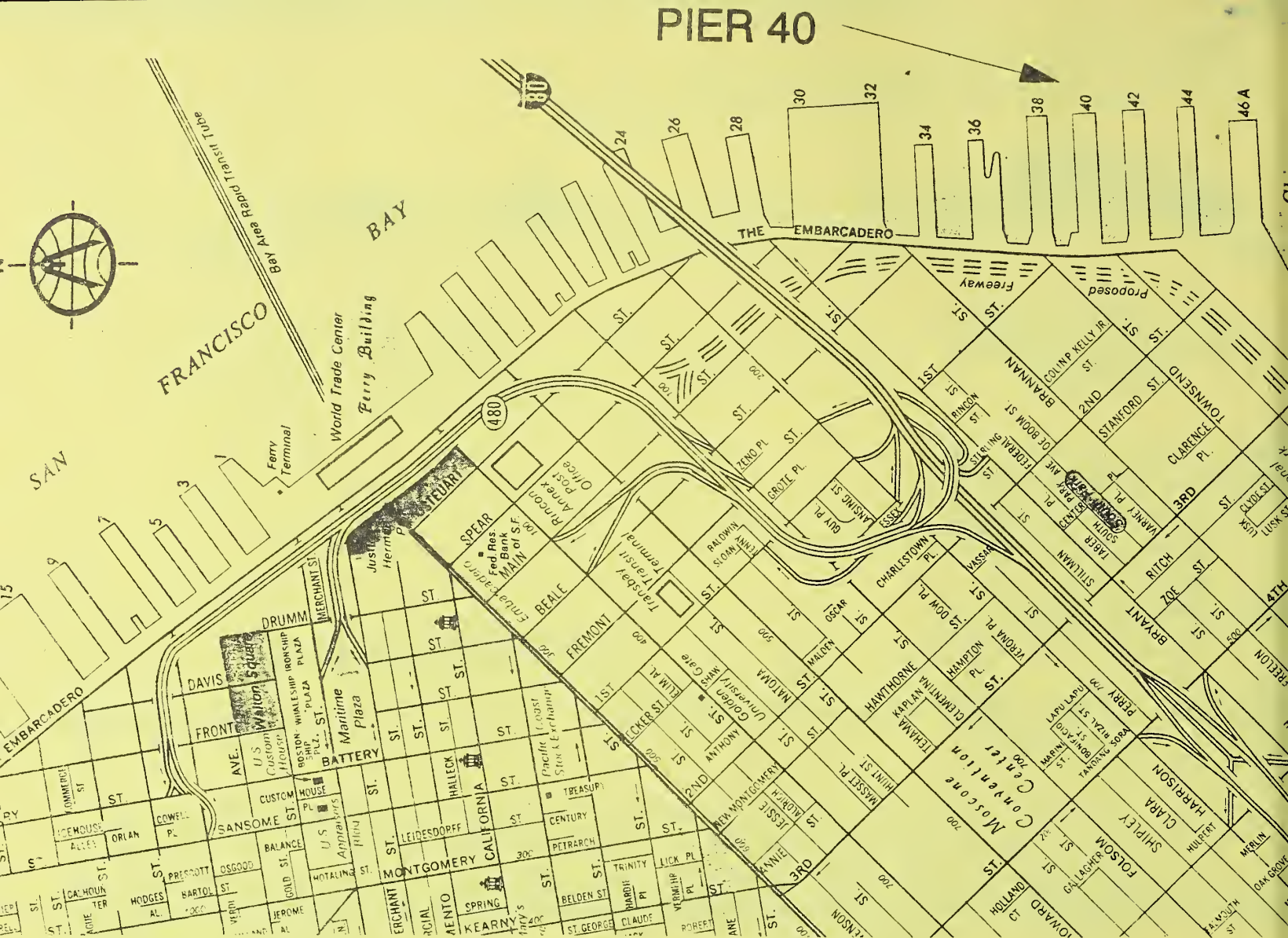
Deadline for reservations is May 13. There will be a \$5 late fee for reservations after this date.
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BULLETIN

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PRESIDENT'S MESSAGE

This is my final opportunity to address you as President of the chapter, and I am going to end with a question, an exhortation, and some announcements.

First, the question.

A chapter member has inquired about the possibility of getting Continuing Education Units for our local professional development workshops. The word from SLA National headquarters is that this is possible; what is involved is the submission of the proposal for the program which is then evaluated by National as to appropriateness for CEU credits. National also handles the issuing of the certificates, the maintenance of the records of CEU's accorded, etc. We also have to submit a fee for each proposal. My question is how many of our chapter members need CEU units in their places of employment? Is it worth the expense and the effort to go through this process for our local workshops? Feedback, please. I will take silence to indicate indifference.

Speaking of indifference, I move on to the exhortation.

At our last chapter board meeting, the topic of hospitality came up again. Stephanie Lipow, the current Student Chapter President had been invited to join us, (along with Academic Relations Chair Anna Mancini), to discuss student matters. The students represent the fastest growing component of our chapter, and we are interested in making their membership be as productive and meaningful as possible for all of us. Stephanie expressed the collective discomfort of students who attend meetings with the greatest intentions of meeting and mixing with members, but who find it difficult (diffidence I'm sure plays a part) to meet and mix when faced with a crowd of people seemingly uninterested in welcoming new faces. We all

know this is a problem for any new member. (Remember the first few meetings you attended when everyone seemed to know everyone and you didn't know a soul?)

On the long term, my advice to new members is to Get Involved. (Some of my greatest friends date back to my first days of real chapter activity, when I took the plunge by joining the Hospitality Committee.) On the short term, I say to all of us, take a moment to meet at least one new person at every meeting. You'd be amazed at the unexpected delight that can ensue! For those of us out of school for many years, it's fascinating to hear what students are up to these days.

A management consultant who spoke at the Winter Business meeting characterized all

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FROM THE EDITOR'S DESKTOP



With this issue, another volume of the SLA San Francisco Chapter Bulletin comes to a close, along with another chapter year. As I prepare to hand over the equipment, deadlines, and editorial responsibility to my successor (as yet unnamed), I would like to thank several members who have made it a particularly enjoyable editorial year. First of all, Cris Campbell, who with patience and unswerving support, helped me with ideas, would-be crises, and general fortitude; special thanks to Kristi Wessenberg, advertising chair par excellence, who with quiet organization, always made the "ad-part" of the Bulletin a breeze; to faithful courier Inga Govaars; to Richard Geiger and Tim DeWolf, for service as sounding boards; to Robin and John at Production Press, whose efficient processing is without fail; to our advertisers and supporters; and to all the members, named and anonymous, who took the time to contribute copy, and with whose cooperation I was able to make all my deadlines so that you received your bulletins promptly. It's been a pleasure. As our chapter continues to grow, I hope we will see an ever-changing array of contributors to the Bulletin, reflecting our chapter's talents.

Ann Jensen
Editor

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ANNOUNCING OUR

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Diane Rosenberger**

MEMBERSHIP DIRECTORY UPDATE

My thanks to those members who returned the DIRECTORY UPDATE form that appeared in the March/April Chapter Bulletin. After some additional Directory Committee discussion, it was decided that if you are also a member of the San Andreas chapter, we will send you a SPIRES-data-base-generated form in June.

To add to the challenge of this project, we've discovered that the area code of phone numbers in Alameda and Contra Costa counties will change in September. We will do our best to make the appropriate changes based on telephone number prefixes.

During the summer, remember to contact me if something happens in your life that affects your directory listing. We hope to have the directory ready to go to the printer in October.

Diane Rosenberger
101 Las Flores
San Rafael, CA 94903

Student News

On Wednesday, March 6, Patrick Wilson, acting dean of UC Berkeley's School of Library and Information Studies, held a "town meeting" in order to set a question and answer forum for students to air their concerns over the current situation in the library school. Questions dealt with the currently "stalled" review of the school. According to Dean Wilson, the review is sitting in committee. A deep repercussion of this delay is that the search for a new dean for the department is also on hold. Dean Wilson will retire after the spring semester and a new dean cannot be selected until the review from the committee is released.

The students have mobilized to question the delays which affect the school's plans for continued progress. They have organized and developed a petition addressed to Vice-Chancellor Heilbron. Within days, several copies of the petition were distributed throughout the students in the school. More than 75% of the students signed the petition. The Friday prior to Spring Break, another meeting was held in order to set a strategy for the petition. More doctoral students attended the meeting and proved to be a great deal of help and added support.

The plan is for the petition to be hand delivered to the Vice-Chancellor's office. Three students representing the concerns of the school will meet with Provost King on April 10. Meanwhile, the students will meet again to determine what further action, if any, will be necessary. The real value of the petition has been that the masters and doctoral students have come together to form a very strong coalition.

Luis Petroza
UCB SLIS

WELCOME TO NEW MEMBERS

Alice Bodtke-Roberts

Laurie A. Cameron - Weissburg & Aronson

Catherine Cortelyou - Institute of Transportation
Studies UCB

Bruce G. Dahms

Jennifer M. Deaton

Elizabeth P. Fowler

Antonia M. Friedman

Peter J. Gaczi

Lisa L. Gemmell

Cindy T. Gullikson

Jane E. Hodes - Niebyl-Proctor

Tammy T. Huang

Stephanie S. Lipow

Katharine P. Little

Florence M. Lo

Marlene S. Ma

Meera Narayanan - Maxwell Online Inc

David B. O'Connor

W. Mike Reid - Dialog Information Services

Everett R. Thompson

Eveline J. Van Cutsem

Lisa Whitehill - Carroll Burdick
& McDonough

Margery P. Whitnah

Bonnie A. Willdorf - Alumnae Resources

Elaine F. Zacher - ICF Kaiser Engineers

PROFESSIONAL DEVELOPMENT WORKSHOP

Copyright: Legal Issues for the 90's

Andy Kivel

The complicated terrain of copyright law was the topic of discussion at the S.F. Bay Region Chapter Professional Development workshop on March 22nd entitled "Copyright: Legal Issues for the 1990's". Speakers Kenneth Crews, Professor of Business Law; Georgia Finnegan, President, The Information Store and director of the Copyright Clearance Center; and N.J. Thompson, Law Librarian, Lindbach, Lindbach and Sutton, spoke to a lively, overflow audience and fielded many challenging questions.

...copyright is a subject filled with uncertainty and lingering questions.

Professor Crews began the session by making it clear that copyright is a subject filled with uncertainty and lingering questions. He stated that anyone expecting hard and fast answers might as well get up and leave because he didn't have them and we shouldn't trust anyone who says that they do. He charted the legal landscape since the 1976 Copyright Law was passed, explaining that the issues were not adequately addressed by Congress. His position was that we shouldn't think about the law as a complete set of specific rules, but rather as guidelines which attempt to balance the competing interests of owners and users of copyrighted materials, and that require ongoing interpretation.

Various interest groups, most importantly ALA and the publishing industry, have interpreted the

law and designed highly quantitative standards that can be used to evaluate what constitutes *Fair Use*, but the courts have yet to rule whether these guidelines are law. Prof. Crews offered four areas for consideration when determining Fair Use. First, what is the purpose of the reproduction - commercial or non-commercial. Second, what is the nature of the original work. Third, how large is the amount of photocopying. and last, according to the courts the most significant, what *effect* does the reproduction have on the marketability of the original work.

Two pending court cases will help define the scope of legal photocopying. Kinko's Copying is being sued for the unauthorized copying of book chapters for course readers. (This suit was decided recently against Kinko's) In the other, Texaco is being sued for the extensive and systematic photocopying of journal articles of in-house distribution.

Georgia Finnegan spoke to the group about her work with the Copyright Clearance Center (CCC) and how her commercial document retrieval company handles copyright. The CCC is *not* an enforcement agency, *not* a government agency, and *not* a group of lawyers on the prowl looking for violators. It *is* a non-profit organization working to be a vehicle for change in this area by trying to construct a workable structure for copyright law compliance. About 400 organizations regularly use the CC to pay royalty fees for reproduction rights. The Information Store, acting as an agent between the client who needs a copy of a document and the publisher, simply includes the royalty fee in the pricing structure of their service. Fees paid to CCC generally average about \$2.50 per article.

N.J. Thompson provided the gathering with the welcome perspective of the working librarian. She began by discussing how the librarian's

(Continued on p. 8)

President's Message (continued from Pg. 1)

groups as being made up of the following: 10% Oligarchy (the ones who really run the show—so far exactly true for our chapter), 30% Unambitious (the ones who turn out when invited, but mostly enjoy being the observers and letting the others do the work—yes, that fits), 50% Indifferent (what can I say?) and 10% Ambivalent/Dissident (the grumblers—yes they're there.) Can we shake up this formula? Can we get a lot of the Unambitious to do more than show up and talk to their friends? Can we get some of the Indifferent to actually move up into the Unambitious? Maybe some of the Dissidents can jump ranks to the Oligarchy and put their money where their mouths are? I'd love to tell the management consultant that there can be exceptions to his world view. Meanwhile, we are going to institute a more formalized "meet-and-greet" component at future meetings, designating members of the Oligarchy to do the honors. We'd really appreciate everyone's help in reaching out to new members. Take a chance. Everyone involved will probably be pleasantly surprised.

Finally, on to the announcements. Attached to this issue are your invitations to two exciting "first-ers" for the chapter. First, you asked for a Bay Cruise, you get a Bay Cruise! My thanks to the following vendors who have already committed their support to help subsidize this glamorous event: Information Express, (that fine Palo Alto based document delivery service which has supported four of our chapter meetings this year!), Aubergine Information Services, Dialog Information Services, and Information Access Company. Our thanks to all of them for helping make this possible. The price we are charging is substantially lower than the actual cost, in order to make this event affordable to as many of you as possible. As such, the chapter is still picking up a large part of

the cost, unless more outside supporters seize this opportunity to be visible at what will be the Event of the Year. See you there!

The other invitation is to our first literary luncheon, the inspiration of Julie Todd at *A Clean Well-Lighted Place for Books*. The featured author will be Ann Beattie, known to me primarily because of her many contributions to the New Yorker over the years, who will be joining us to read from her newly published title *What Was Mine and Other Stories*. There will also be time for questions and a booksigning.** The event begins at noon and will end by two, so be prompt to make the most of it! The luncheon will happen at Monsoon, which is the handiwork of Bruce Cost, sometime food columnist and author of two of my favorite cookbooks, *Ginger East to West*, and *Asian Ingredients: Buying & Cooking the Staple Foods of China, Japan & Southeast Asia*. The event should be a feast on many levels. (I certainly plan to partake.)

I lied. I'm not going to end with the announcements. Instead my final words will be heartfelt thanks to all of you (you know who you are) who worked so hard to make this chapter year so rich. It's been my privilege and my true pleasure to work with you and get to know you better, especially Richard Geiger, my successor in this exalted position. It's been great. Thanks for your trust.

••Cristina Campbell

** A portion of the booksale profits will go to the Academic Relations fund to help support the Student Chapter.

Professional Development Workshop - Woody Horton

At the SF Bay Region Chapter's Professional Development Committee workshop on January 10, 1991, Forest W. (Woody) Horton, Jr. presented a large audience with both concepts and applications for mapping and managing information effectively in organizations. Horton stressed that the objectives of information management are to maximize the value and benefits of information to the organization, to minimize costs, to fix accountability, and to insure a continuous supply of information resources to the organization. Although library and information managers are usually concerned with the technical aspects of organizing information, managing information resources is a business issue, not a technical issue. Organizations should appoint a "Chief Information Officer" who will link information requirements with the business plan to insure that the organization is getting its money's worth for every information dollar that is spent.

A key element of the information resource management (IRM) plan is a comprehensive survey of the organization to identify information resource entities throughout the organization. Woody Horton conducted an extensive inventory and survey for the US State Department and described the way his project mapped the department's resource and created a megadatabase, or "map" of information entities in paper records, computer systems, technical databases, case files, staff expertise, and many other sources.

Horton then demonstrated his InfoMapper software, a runtime application of dBase IV in a standalone PC version using Windows, and showed how InfoMapper can standardize description of information resources and map information assets in a comprehensive database which can be designed to meet the needs of the organization.

Overall, Woody Horton provided workshop participants with both an innovative way of assessing their organizations' information resources and a model for the role that the information professional can take in advocating that those resources be well-utilized and highly valued.

Beth Edelstein and Wendy Diamond
Professional Development Committee

CALL FOR PAPERS/PRESENTERS for ONLINE NORTHWEST '92

A computerized information retrieval conference

The conference planning committee seeks presenters with expertise in the areas of online database searching, public access computers in libraries, CD-ROM, and online catalogs. If you would like to take part in this conference (scheduled for January 31, 1992), please send an outline of your proposed presentation to:

Roy Bennett, Chair
ILC Online Coordinator's Committee
Western Oregon State College
Library
345 No. Monmouth Ave
Monmouth, OR 97361
503/ 838-8893
FAX 503/ 838-8484

Deadline for proposals is May 15, 1991.

Copyright (Continued from page 5)

tradition of providing free access to information is increasingly in conflict with the "information age" and the recognition that information has real value. Librarians are often caught in the middle between patrons requests and the limits imposed by copyright law. She stressed the importance of librarians insisting that their organizations have well-defined policies regarding copyright.

In her law library, she maintains a policy of intention to comply with the law by working with the CCC, using commercial information brokers and letting them handle compliance, entering into bilateral agreements with publishers, and making efforts to obtain legitimate copies from publishers. Still, there will continue to be copyright infringement due to the great disparity between the value of a work to the publisher and the costs to the user.

The session concluded with a lively question and answer period. Several participants described some of the photocopying they do at their job (while covering up their name tags) and the speakers tried to evaluate these activities. A special thanks to the Chevron Corporation for providing the meeting space and refreshments for this seminar, and to the Professional Development Committee members and Chair, Brian Lym, for the 1990-91 programs.

••A.K.

See page 9 for information about purchasing tapes of this workshop.

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How to Buy Serials

Chicago Chapter Member N. Bernard "Buzzy" Basch is co-author of a new book designed to assist libraries to maximize their return on serial expenditures.

Buying Serials: A How-To-Do-It Manual for Librarians. by N. Bernard Basch and Judy McQueen. (ISBN 1-55570-058-6) is available from Neal-Schuman Publishers, 23 Leonard Street, New York, NY 10013 for \$35.

KALEIDOSCOPE

Congratulations to our Kaleidoscope editor, **Seyem Petrites**, and her husband and two children, as they welcome the newest member of their family, **Karin Deus Petrites**, who arrived on March 5, 1991, at 4:33 a.m. and weighed 9 lbs and 11 oz.!

Mary Jo Brazil, a consultant to Bay Area agencies who want resources on aging, and substitute librarian in several San Francisco Public Library branches, has recently had published her *"Building Library Collections on Aging: A Selection Guide & Core List"*. Available from ABC-CLIO (130 Cremona Drive, Box 1911 Santa Barbara, CA 93116-1911) or 1-800-422-2546.

Cate Hutton, past president of the Student Chapter, has recently started work as a librarian at the Alcohol Research Group in Berkeley. She can be reached at 642-5208.

Jan Hewitt, has changed position within Pacific Bell at San Ramon, from Librarian to Marketing. She is involved in strategic planning and sales support for new products and markets.

COPYRIGHT TAPES AVAILABLE

A limited number of tapes of the Professional Development Workshop "Copyright, Legal Issues for the 1990's — Part II" held March 22, 1991 are available. Orders will be filled on a first-come-first served basis; priority will be given to workshop registrants, one copy per requestor. Cost: \$7.00

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A great way to start your shopping spree is to stroll along the River Walk. Twenty feet below street level lies a haven of shops, cafes and galleries. Part of this wonderland is Rivercenter Mall. The three level mall features 135 stores and restaurants. If you don't feel like walking, the Water Ferry can deposit you right inside the mall.

Another must on your shopping tour is La Villita. This was once San Antonio's original settlement. As you walk along cobblestone paths, you'll find artisans, galleries, restaurants, and boutiques all housed in the charming old buildings of another century.

For a taste of old Mexico try El Mercado, Market Square, and Farmers Market. These Mexican marketplaces are filled with arts and crafts shops, clothing boutiques, jewelry stores and restaurants. Be sure to take a break at one of the lovely Mexican restaurants and relax while serenaded by mariachi music.

Two other areas to shop are Artisans' Alley on Bitters Street and the Southwest Craft Center. Artisans' Alley is the home of arts, crafts and antiques. The Southwest Craft Center used to be

a school for the daughters of early San Antonians. Today, you can observe artisans creating pottery, calligraphy, weaving and other wonderful collectibles.

If shopping is what you like to do best, or even if you just want to take a piece of Texas home with you, San Antonio is the place to come.



An Exhortation!!!

Remember to advise SLA National Office of any change in your mailing address. It is from them that we receive our local mailing labels, so if it's not right in Washington, it won't be right in San Francisco!

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Mentors Needed

How many of you remember what it was like to have to call a professional librarian and ask whether they would be willing to do an informational interview? Or having to find yet another library for yet another site visit required by a class? I remember that it was intimidating (in the first case) and exasperating (in the second case).

As chair of the Academic Relations Committee this year, I've been talking to students about how SLA could help with their school experience. I've also talked to faculty about what they see as student needs, and what they need themselves. And I know that our chapter would like to encourage students to seek careers in special libraries. To fulfill the needs of all three groups, our chapter is going to start a mentor program for students. Our first project will be a directory of SLA members who will act as mentors for students.

SLA mentors will be willing to participate in any of the following activities:

- ☐ sponsor a site visit by a student
- ☐ host a library tour for the student chapter
- ☐ do an informational interview with a student by phone or in person.
- ☐ sponsor an internship/field study
- ☐ appear on a career panel

Being a mentor can take as little or as much time as you wish. In one year you could visit with one student for 1/2 hour, or you could sponsor an internship for several months.

I urge you to become an SLA mentor. Library school students are our future colleagues, and as a chapter we want to support them. Besides, it's fun to talk to students! This year I've thoroughly enjoyed meeting them, getting a fresh perspective on librarianship, and finding out what's happening at the library schools.

A questionnaire on your availability for the program is on the next page. I hope you'll complete it and become an SLA mentor.

••Anna Mancini
Chair, Academic Relations Committee



SLA's Regional CE Program

Management of Information Technologies

San Francisco October 11

For further information contact SLA's Professional
Development Section, 202/234-4700.

SLA MENTOR DIRECTORY

NAME _____

JOB TITLE _____

LIBRARY/EMPLOYER _____

ADDRESS _____

PHONE _____

TYPE OF LIBRARY:

Academic _____ Special _____ Public _____ Other _____

BRIEF JOB DESCRIPTION:

WOULD YOU BE WILLING TO DO THE FOLLOWING BY APPOINTMENT:

Have a student visit you at your library? Yes ___ No ___

Host a student chapter library tour? Yes ___ No ___

Do an informational interview/give advice by phone? Yes ___ No ___

Do an informational interview/give advice in person? Yes ___ No ___

Sponsor a student internship/field study? Yes ___ No ___

Appear on a career panel at UCB library school? Yes ___ No ___

COMMENTS:

RETURN FORM TO:

Anna Mancini
Pacific Bell Corporate Information Center
2600 Camino Ramon, Rm. 1CS95
San Ramon, CA 94583 415/823-8000

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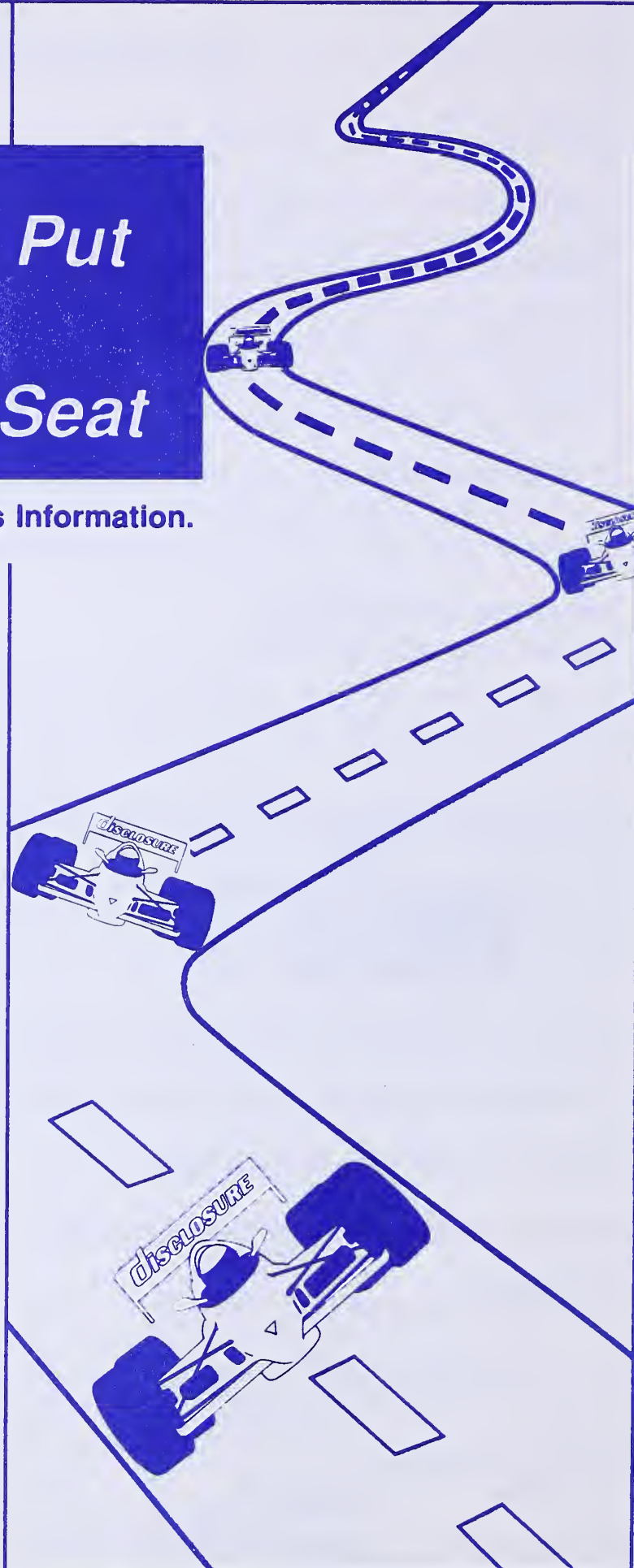
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CALENDAR

MAY	13	SLA SF Bay Area Chapter - Literary Lunch Monsoon Restaurant San Francisco •• Ann Beattie - author
	21	SLA-SF Dinner Meeting - Bay Cruise Contact: Tim DeWolf 774-2454
	23	San Andreas Chapter - Library Tour and Dinner 4:30 Tour of Dialog Information Services 6:00 Dinner at Syntex - Palo Alto Contact: Tour: Claudia Bach 591-7600 Dinner: Nancy Fadis 496-1285
	31-June 5	Medical Library Association - Annual Convention San Francisco
JUNE	8-13	82nd Annual SLA Conference San Antonio, TX
	29-July 4	ALA Conference - Atlanta, GA Contact: 800/545-2433 x 5752
AUGUST	15	On-Line Training - Dun's Marketing Services Dialog Information Services - Palo Alto COST: Free 9 am - 3 pm Registration: 1/800/223-1026
OCTOBER	11	SLA Workshop Management of Information Technologies Instructor: Jose-Marie Griffiths Contact: SLA Cost \$160
NOVEMBER	11-13	Online/CD-ROM '91 Conference San Francisco Contact: 203/227-8466
	16-20	California Library Association - Annual Conference Oakland, CA

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New Swap & Shop Format Debuts in San Antonio

If you're trying to build your customer base, run, don't walk, to the Library Management Division's Marketing Swap & Shop for samples of successful marketing materials. A popular event at past SLA conferences, the Swap & Shop drew over 700 people in Pittsburgh. Savvy members won't want to miss the event in San Antonio!

The San Antonio conference is expected to draw record numbers, and the Swap & Shop format has been re-designed to handle a large number of attendees as comfortably as possible. The S&S will be a low-cost ticketed event, held on Tuesday, June 11, from 1-5 pm. Each attendee will receive a packet of sample marketing materials at the door. A large variety of marketing materials used successfully in special libraries will also be displayed on bulletin boards. Each display will include contact information; attendees who would like specific materials not included in their sample packet can contact the originator for a copy.

If you are ordering marketing materials, don't forget to increase your order to include some for the Marketing Swap & Shop. It's a great way to show other SLA members how you market your products and services. Please send at least 100 copies of every item. Send materials to:

**SLA Marketing Swap & Shop
Kathy Hubbard
Brown and Root
Information Resource Center
4100 Clinton Drive
Houston, TX 77020**

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